



Callie Wellendorf- the powerhouse behind RiverDance and Expo Madison on the porch of her business and home

RIVERDANCE

MADISON COUNTY ECONOMIC DEVELOPMENT WHY MADISON SERIES

For those looking for a quiet place nestled in the mountains overlooking an incredible landscape Riverdance is a dream oasis where Madison County's authentic hospitality comes alive. I had the pleasure of doing this interview in front of Dave and Callie Wellendorfs fireplace while the fog danced through the windows.

1) What do you do here at Riverdance?

CW- Riverdance is a special place that Dave and I call home and we open our home as a Bed and Breakfast (#1 B&B in Hot Springs). We have shown the beauty of Madison County to thousands of people over the years. People love that we share our home and regional knowledge with them during their stay. We treat them like family because our mission is about taking care of people.

2) Why did you choose Madison County for your business?

CW- Dave and I always loved the mountains of NC and wanted to get there somehow. We looked other places, but ultimately fell in love with these views that we still can't seem to get enough of. The proximity to Hot Springs makes it a good location for travelers who are looking for a real mountain getaway.

3) What are some of your best marketing strategies?

CW- We have a website, social media, offer packages, and can be found on booking sites- We were even a package on Wheel of Fortune! But, we feel like some of the local things we do are very integral to the success to our business. When you're in business you need to be a constant ambassador to the community. We are active members of the Madison County Chamber of Commerce and through this we have created an event called EXPO MADISON.

4) Tell us more about what the EXPO Madison is?

CW- EXPO MADISON has a mission to put business and community together. The Chamber strategic plan helped us recognize that we could do more to help tell the stories of what our community has to offer to each other. We've had support from our partners at Mars Hill University and Madison County Government to host this event for the last two years. We are going into our third year stronger than ever. This year's event is going to be on March 17th from 11-3 at Chambers Gym at Mars Hill University.

5) What has EXPO done for your business?

CW- This event allows Riverdance a powerful networking tool with other business owners. Some of the bookings we've recieved have come from connections we made at the EXPO- we get the double and triple effect from this experience.

6) What's something else you'd like to add?

CW- "Give back to you community and your community gives back ever so richly." We love Madison and we're excited about what the future holds for this community.

For more information about Riverdance visit their website at:

www.riverdancenc.com or call 847-809-3098

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www.expomadison.com

