

ALLIANCE BUILDER

VOLUME 4 • OCTOBER 15, 2024



HIGHLIGHTS INSIDE THIS ISSUE

- Digital Marketing Trends
- Investor Limelight
- Lunch & Learn
- Events & Job Postings
- 5 Eco-Friendly Habits for a Sustainable Lifestyle

Welcome to the next edition of Alliance Builder a bi-monthly newsletter of the Alliance for Dade, your chamber of commerce and welcome center. This newsletter will feature news and happenings in and around Dade County. If you have a article or flyer that you would like to share with the community, please feel free to submit it to the Alliance office. Deadline for submissions for the next newsletter will be October 25th.

TITANIUM MEMBER

PLATINUM MEMBER



Building Alliances for Business, Tourism & Community in Dade County

TWO MOUNTAINS ONE VALLEY



E N D L E S S A D V E N T U R E

T R E N T O N - D A D E

September 24, 2024 • Digital Marketing

DIGITAL MARKETING TRENDS 2025 – AI, PERSONALIZATION, AND PRIVACY-FIRST STRATEGIES

PMC
MEDIA GROUP



As we move into 2025, the digital marketing landscape continues to evolve at an unprecedented pace. Innovations in technology, particularly around artificial intelligence (AI), consumer behavior shifts, and the ongoing integration of privacy regulations are shaping the trends that marketers need to embrace to stay competitive. To navigate this ever-changing environment, brands must understand the critical trends poised to dominate in 2025 and adapt their strategies accordingly.

[Click here to read
the article](#)

NEW

WELCOME

INVESTORS

Our Mission

To promote business and tourism, enhance economic and community development, and serve as a catalyst for improving the overall quality of life in Dade County



LET'S GET STARTED



Hand designed home decor, gifts, seasonal decor, and more!



Scan to visit our online store



<http://ryckmandesigns.com>

DADE EXPO



Jolly HOLIDAY MARKET



DECEMBER 7TH
9-4

DADE COUNTY HIGH SCHOOL

300 TRADITION LANE ~ TRENTON, GA



SCAN HERE
TO
REGISTER



REGISTER
TODAY!



NEED A TOW?

CALL 706-657-2783

SAND MOUNTAIN TOWING & RECOVERY, LLC



SCAN FOR MORE



LOCKOUTS WINCH OUTS TOWING
TIRE CHANGES GAS DELIVERIES

10177 HIGHWAY 301 TRENTON, GA

LUNCH & LEARN



Join Us



for our last Lunch and Learn of 2024. Dr. John Fuchko, III President of Dalton State College will speak to us about things going on at the college and how they can strive to better serve Dade County.

NOVEMBER 6, 2024

Investors: \$16

Non-Investors: \$18

11:30AM-1:30PM

**Trenton Community Center
105 Price Street, Trenton**



Small Business 2025: Navigating Change, Seizing Opportunities



By: Corey Rockafeler

B2B Strategic Partnerships/Business Development/Sales Executive



Picture this: It's 2019, and you're riding high. Your small business is thriving, customers are flocking in, and the future looks bright. Then, BAM! A global pandemic, supply chain disruptions, inflation – a whirlwind of unforeseen challenges that no one could have predicted. In recent times, we've learned a valuable lesson – the business landscape is always evolving.

The speed at which these changes occur is unprecedented, as highlighted by Bill Gates: "Success today requires the agility and drive to constantly rethink, reinvigorate, react, and reinvent."

Small business owners, I'm speaking directly to you. You're the backbone of our economy, the innovators, the risk-takers. But are you equipped to navigate the uncharted waters ahead?

This article is your compass. When you're done, you'll understand the factors shaping the small business landscape. You'll get tactics to navigate the challenges of 2025 and beyond. They will help you emerge stronger and more prosperous than before.

[Click here to learn more](#)

Time to Travel

DADE COUNTY VISITOR'S GUIDE

AVAILABLE

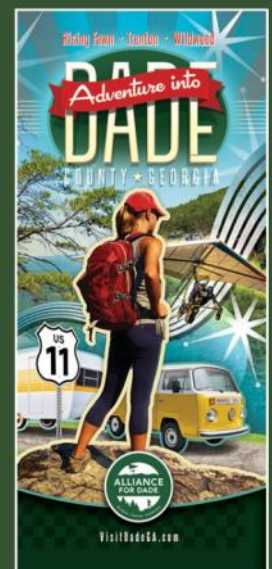
The new 2023-2024 Dade County Visitor Guide is now available at the Trenton-Dade Welcome Center and at www.alliancefordade.com. You can also click the link to the right and see for yourself what there is to see and do in Dade County!

If you have a business that visitors frequent and would like some guides in your business. We will be happy to share them with you, just let us know or stop by and pick some up.

706.657.4488

www.alliancefordade.com

12362 South Main Street, Trenton GA 30752



Click to view the Alliance For Dade Visitors Guide

[CLICK HERE FOR MORE](#)



**Small Business
Development Center**
UNIVERSITY OF GEORGIA

Consulting Services
Available through the
Alliance For Dade

NEED SOME HELP WITH YOUR BUSINESS?

See below how the Small Business Development Center Helps Businesses

Paving Company Gains New Job Opportunities After Utilizing UGA SBDC

When projects slowed at Pro-Seal & Paving during the pandemic, majority owner Tammy Roberson and her husband, Joel, turned to the University of Georgia Small Business Development Center (UGA SBDC) in Rome for assistance. UGA SBDC business consultant Patricia Devlin guided the Robersons as they submitted an application to the Paycheck Protection Program (PPP) to keep the business running.



Roberson and Devlin met at a Ringgold Downtown Partners business meeting in early 2021, where Devlin was discussing the services provided by the UGA SBDC, including COVID assistance. At that time, Roberson owned the Shabby Chic Boutique in downtown Ringgold as well as Pro-Seal & Paving.

“Tammy was interested in the PPP loan, but the larger banks were telling her they didn’t have the time or resources to help her apply,” Devlin said. “She had questions about the requirements for the loan package and was having a hard time communicating with anyone who could answer them.”

For FREE one on one consulting, find out more by calling the Alliance for Dade at:

[**Find Out More**](#)

762-399-0558



**Small Business
Development Center**
UNIVERSITY OF GEORGIA

Online

WEBINARS

WOW: Unlocking Capital, A Guide to Business Funding

October 16

12:00 PM- 2:00 PM

Finding the Financing Fit for Your Business

October 18

10:00 AM-11:00 AM

How to Scale Your Consumer Products Brand Online

October 18

6:30 PM-7:30 PM

Grants for Small Business: Myth vs. Realities

October 23

10:00 AM – 11:00 AM

Register Here



COVENANT COLLEGE



HIGHLIGHTS FROM ALUMNI WEEKEND

Register Here



COVENANT COLLEGE

WORSHIP LEADER SUMMIT

OCTOBER 17 - 19, 2024

5:00 PM - 5:30 PM



www.covenant.edu

November is Apply to GNTC Free Month!



Use Code: FREEAPP24

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Serve Scape Glass Farm Nursery

Wholesale & Retail
TOP QUALITY
Plants & Service
Since 1970

Scapes
of the South

ISSUE NO. 03

Scapes of the South, Issue 03, is a love letter to the Southern landscape. They are also paying homage to Glass Farm Nursery – A Georgia gem that is proudly a part of the ServeScape family.

[Click here to read the issue](#)



DADE COUNTY
SCHOOL SYSTEM

CHARACTER. TRADITION. KNOWLEDGE.

2024 Region 7A-D1
Runner Up



**A BIG
CONGRATULATIONS**

to both Sam Higdon (Vibraphone) and Landon Ramirez (Trombone) for being selected to the GMEA District 7 Honor Jazz Band!

Sam Higdon also scored high enough on his audition to move on in the process to audition for the All State Jazz band!

Congratulations! We are so proud of you and all who auditioned!



All State Jazz band!

Red Ribbon
Homecoming
Spirit Week
October 21-25





Investor Events and Information

Come in and get your tickets for the

BIKE RAFFLE
at
\$10 A TICKET
100 TICKETS BEING SOLD



MARIN BOLINAS RIDGE
2 HARDTAIL MTB
2024 BIKE

12544 NORTH MAIN STREET
TRENTON, GA
423.558.4775

Friends of Cloudland Canyon State Park

FALL FUN HAYRIDES & MORE!

EVERY SUNDAY IN OCTOBER
NOON TO 5

Enjoy a tractor-pulled hayride through the beautiful fall colors plus fun family games and activities!

FREE!
DONATIONS APPRECIATED!

Cloudland Canyon State Park
Rising Fawn, GA
\$5 parking fee or annual pass



OCTOBER DISTRIBUTION DATES

OCTOBER 18TH

3:00pm-5:00pm

Eastern Time

2026 HWY 136, TRENTON, GA



**SERVING DADE COUNTY
RESIDENTS, ALWAYS
ACCEPTING NEW CLIENTS!**

Please bring proof of address

**ALL
CARS
WELCOME**

- Cruise-In
- Open House
- Door Prizes
- Group Cruise

**SATURDAY
OCTOBER 19th
9AM - 12PM**



Moore Funeral Home
PRESENTS
2nd Annual

ONE MOORE RIDE

- HONORING LARRY MOORE'S CLASSIC JOURNEY -



11910 SOUTH MAIN STREET
TRENTON - GEORGIA



Mr. Ted Rumley
PRESENTS

PUMPKIN PATCH



**FREE
EVENT**

Tuesday
OCT 22

PUMPKIN PICKING FOR DES

8:45 - Pre-K, Kindergarten, Mrs. Amy, Mrs. Stevie, Mrs. Love & Mrs. Doolittle - return at 10:00
 *The bus for Mrs. Amy, Mrs. Stevie, Mrs. Love & Mrs. Doolittle will be at the front door.
 10:00 - 1st (Cagle, Brooks, York), 2nd & 3rd - return at 11:30.
 11:00 - 1st (Nelson, Case, Rooks), 4th, 5th & Mrs. Plumlee - return at 12:00.

NO EARLY CHECK-OUTS

TRENTON METHODIST CHURCH TRUNK OR TREAT

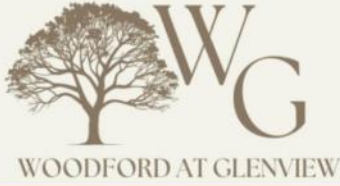
TUESDAY, OCTOBER 22ND

6:00 - 7:30 pm



GRAND

Opening



FAIRCLOTH REALTY
(423) 400-2082

Modern 2-3 bedroom, 2 bath homes in new Woodford at Glenview Subdivision

You're Invited!

October 25, 2024
11:00 am

70 and 80 Sunset Drive
Trenton, GA 30752

announcing:
Sittons Cave
Wild Cave Adventures!
at **Cloudland Canyon State Park**



Cloudland Canyon State Park is excited to announce that we will be offering a limited schedule of Wild Cave Tours into Sittons Cave in the bottom of the canyon on the following dates in September and October. Tours are suspended from November 1 - March 31, but will resume in April 2025.

September: 7, 8, 14, 22, 28, 29

October: 5, 6, 13, **26, 27**



These 2 - 2 1/2 hour long Ranger-led programs will take you crawling in the mud, scrambling over rocks, encountering strange creatures and (possibly) wading through a subterranean stream as you explore the fascinating world underground!

* You must pre-register for these trips by calling the park office at: 706-657-4050. Group size is limited to eight participants aged 10 and older. \$45.00 per person. Call now to reserve your place, and for more information!

* All necessary gear will be provided. Tours begin at 9:30 AM on each scheduled day.

Join us for a fun & family friendly evening

Halloween TRICK OR TREAT

SATURDAY, OCT. 26TH

5:30pm-7:30pm

VETERAN'S PARK
ON THE SQUARE

DADE COUNTY SHERIFF'S OFFICE



SUPPORT 4-H WITH FRONT DOOR PRODUCE



ORDERS WILL START ON OCTOBER 28TH AND WILL GO THROUGH NOVEMBER 14TH.

BOXES WILL BE AVAILABLE FOR PICKUP ON NOVEMBER 21ST.

IT'S THE SEASON TO
JINGLE

TRENTON'S MONTHLY



And

Mingle on the Square



SATURDAY
NOVEMBER 2, 2024
9AM - 2PM

FREE
EVENT

TRENTON, GEORGIA

SHOP LOCAL
artists, crafters,
food trucks



**Trenton's Santa Train
will have a donation box set up
on site. Items needed:**

1. New toys
2. Non perishable food items
for Christmas dinners
3. New/gently used coats

Special Guests!





JOIN US FOR DAVIS ELEMENTARY SCHOOL PTO'S

FALL FESTIVAL

November 2, 2024 | 12 PM - 3 PM

Fun for the whole family

Games - Food
Live Music - Auction


DAVIS ELEMENTARY SCHOOL
5491 HWY 901 - Trenton, GA 30752

Connect with us @ [FACEBOOK.COM/DAVISPTO](https://www.facebook.com/DAVISPTO)

THE GROOVY NOMAD

ELVIS NIGHT

November 9, 2024



Be sure to book your weekend stay at The Groovy Nomad by calling 423-883-0342.

The Groovy Nomad Motel is located at 13395 North Main Street, Trenton, GA 30752

Performance by Elvis Tribute Artist - Lots of 70's Music

Elvis Night

At THE GROOVY NOMAD MOTEL

Saturday November 9th @ 6pm

Live Music from Elvis and the Blue Suedes

Miss Rockabilly Pin-up Contest

Foods Trucks & Classic Cars

Sponsored by *Bésame NOSTALGIA*

13395 N Main Street, Trenton, GA 30752



YOU ARE INVITED TO OUR

CHRISTMAS OPEN HOUSE

November 21 4:00-8:00 PM 2024

THURSDAY 21 4:00-8:00 PM 2024

The Shop On Main
12254 South Main St
Trenton, GA 30752
(762)325-3013



Bookmark Contest

NEVER STOP LEARNING

WHAT'S HAPPENING AT THE LIBRARY



<https://www.facebook.com/dadecountylibrary/>

Cherokee Regional Library System
Dade | Chickamauga | LaFayette-Walker | Rossville



Cast your vote!

Voting must be done in person at the Dade County Public Library and is limited to one vote per person.

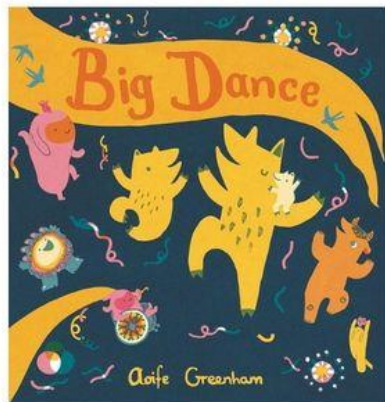
You have until October 18th and the Winners will be announced on October 22nd.



New StoryWalks® at Jenkins Park



Cherokee Regional Library System



Tutors Wanted!

ABC



$$m = \frac{y_2 - y_1}{x_2 - x_1}$$

Cherokee Regional Library System



ELECTROMECHANICAL TECHNICIAN TRAINING

Georgia Northwestern Technical College Office of Economic Development is excited to offer Electromechanical Technician training. Our program will prepare students for skills required in the manufacturing industry as maintenance technicians. Students will receive 144 hours of hands-on electrical and mechanical training.

COURSE OBJECTIVES

- ✓ Introduction to Mechanics
- ✓ Precision Measurement
- ✓ Mechanics & Equipment
- ✓ Industrial Electrical
- ✓ Hydraulics & Pneumatics
- ✓ And Much More!

Program Details
144 Hours
Registration fee: \$4,400*

Schedule
Nov. 19, 2024 - Aug. 12, 2025
Tuesdays, 5:00 PM - 9:00 PM
Catoosa County Campus

OR
Nov. 19, 2024 - Aug. 12, 2025
Tuesdays, 1:00 PM - 5:00 PM
Whitfield Murray Campus

CONTACT US

- ✉ EconDev@gntc.edu
- ☎ 706-295-6382
- 🌐 ce.gntc.edu

EMPLOYERS Contact us to register this training as a US DOL Apprenticeship. Your employee(s) will train at **NO COST** to your company.

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Driver's Education

This course meets the requirements for Joshua's Law, which requires 30 hours of classroom instruction and 6 hours of drive time with a certified instructor to receive a Class D license. It also qualifies for the Teen Driver's Education insurance discount (Georgia Code O.C.G.A. 33-9-42), which is offered by most companies upon successful completion of the course. The cost of the class is \$400. **Apply for scholarships at: <https://www.gahighwaysafety.org/georgia-drivers-education-grant-scholarship/>**

Course Details

Tuesdays & Thursdays
September 10, 12, 17, & 19, 2024
4:30 PM - 8:30 PM
Saturdays
September 14 & 21, 2024
8:30 AM - 4:30 PM
GNTC Walker County Campus

Monday - Thursday
October 7 - 10, 2024
8:30 AM - 4:30 PM
GNTC Floyd County Campus

Monday - Thursday
October 14 - 17, 2024
8:30 AM - 4:30 PM
GNTC Catoosa County Campus

Monday - Wednesday & Friday
November 25, 26, 27, & 29, 2024
8:30 AM - 4:30 PM
Chattooga County Education Center

Monday, Tuesday, Thursday, & Friday
Dec 30 & 31, 2024 & Jan 2 & 3, 2025
8:30 AM - 4:30 PM
GNTC Whitfield Murray Campus

Tuesdays & Thursdays
January 7, 9, 14, & 16, 2025
4:30 PM - 8:30 PM
Saturdays
January 11 & 18, 2025
8:30 AM - 4:30 PM
GNTC Floyd County Campus

Tuesdays & Thursdays
February 18, 20, 25, & 27, 2025
4:30 PM - 8:30 PM
Saturdays
February 22 & March 1, 2025
8:30 AM - 4:30 PM
GNTC Catoosa County Campus
Monday - Thursday
March 31 - April 3, 2025
8:30 AM - 4:30 PM
GNTC Walker County Campus

Monday - Thursday
March 31 - April 3, 2025
8:30 AM - 4:30 PM
GNTC Whitfield Murray Campus
Monday - Thursday
April 7 - 10, 2025
8:30 AM - 4:30 PM
GNTC Floyd County Campus

Cost Per Person: \$400



Registration Contact:
Office of Economic Development
DriversEd@gntc.edu
706-764-3591

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5 ECO-FRIENDLY HABITS FOR A SUSTAINABLE LIFESTYLE

The choices we make, from our meals to our clothes, have an effect on the environment. And sometimes we can fall into habits that aren't the best for us or the planet.

For example, maybe one of your habits is going to grab an iced coffee before work. There's nothing wrong with a little morning pick me up, but it can lead to a lot of single use plastic cups being dumped in the trash.

To make your habits more eco-friendly, consider asking yourself "is there a way to do this more sustainably?" Working off my previous example, you can make your before-work latte more sustainable by getting it in a reusable cup.

This is just one example but building better, more sustainable habits can take time, so try not to get discouraged. Be gentle with yourself and remember: It's okay to be an imperfect environmentalist.

If you're in need of some inspiration to get you started, here are 5 sustainable habits you should consider getting into.

[Click here to learn more](#)



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PUBBLER

NON-COFFEE
SMOOTHIES
SPECIALTY SODA
BLENDS
ORIGINAL TEA BLEND
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Candles are a sign of life!
When a candle is lit, that means someone is home!

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EST. 2016

A premier wedding & event venue on the bluff. They pride themselves on having the most spectacular views for weddings in the entire Tennessee Valley!

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2023 Best of the best

Set atop Sand Mountain, Coal City Bluff offers panoramic views of the rolling hills and valleys below. Our 52-acre property comfortably accommodates up to 250 guests, making us an ideal location for both large and intimate affairs. Whether you're planning a quaint and simple event or an elaborate and elegant celebration, Coal City Bluff is the perfect venue for you.

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339 Prince Road, Trenton, GA

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Short-term rentals that transcend expectations and redefine the art of hospitality.

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SHOP LOCAL

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HIRING

We're Hiring!

Full benefits package

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Benefits: Medical Insurance, Vision & Dental Insurance. Life/AD&D Insurance, Short Term Disability, 401K for all Full Time Eligible Employees.

APPLY and become a part of our Team.

Apply Online at <https://www.tritexservices.com/online-job-application/> or Directly In Person, 214 South Industrial Blvd, Trenton, GA 30752.

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The Difference is Our Service



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TRENTON, GA**

APPLY IN PERSON

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JOB**

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Hiring!**

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AS A
TRANSIT DRIVER**

We are seeking a responsible, caring, and experienced individual to join our team as a transit driver in Dade County, Georgia.



DADE COUNTY
PUBLIC TRANSIT



CONNECTING PEOPLE TO PLACES



**WE'RE HIRING!
- LINEMAN INSTRUCTOR -**

APPLY ON INDEED AND JOIN THE SLTC TEAM!



Red Fox SERVICE AND REPAIR

About Us:
Red Fox Service and Repair is a commercial maintenance, repair and installation service established to ensure businesses never have to suffer a loss of sales from faulty equipment. Started in 2016, our owner-operated business is well-known for our principles of maintaining a solid work ethic and treating our customers with respect. We currently employ over 20 technicians, each professionally trained and specialized in commercial equipment maintenance, who all work around the clock to ensure that you can call us for help 24 hours a day.

NOW HIRING!!!!
We looking for a highly motivated individual to work on our commercial remodel team. Must have knowledge in general maintenance. Job includes small electrical, small plumbing, painting, moving in equipment, demo, framing. Must pass a drug test and have valid driver's license. 50+ hours per week. \$16 - \$18 per hour depending on experience. All applicants can either send a message in messenger or give me a call at 423-661-6204.

Contact Us

📞 423.661.6204
🌐 www.redfoxrepairs.com



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NOW HIRING

Service Technician with 3 or more years experience

BENEFITS INCLUDE:

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- ✓ Paid Holidays
- ✓ Paid Vacation
- ✓ Health & Dental Insurance
- ✓ Life Insurance
- ✓ Retirement with Employer Matching
- ✓ Company Vehicle & Company Phone

CONTACT:

📧 Michael@ReevesHVAC.net
📧 Lynette@ReevesHVAC.net
📞 706.657.5546 or 423 COLD AIR
🌐 www.reevesheatingandair.com
📍 9069 US-11, Trenton, GA 30752

NOW HIRING KIOSK CLERK

JOB DUTIES INCLUDE GREETING VISITORS, GIVING DIRECTIONS, CASH HANDLING, & ANSWERING QUESTIONS FOR PARK VISITORS - UP TO 29 HOURS PER WEEK BETWEEN 8A - 5P

Cloudland Canyon State Park

LOOKING FOR MOTIVATED INDIVIDUALS WHO HAVE A PASSION WORKING IN NATURE AND WITH GUESTS OF THE PARK TO JOIN OUR TEAM

BENEFITS INCLUDE:

- \$10/ HOUR
- FREE ANNUAL PARK PASS
- 20% DISCOUNT ON OVERNIGHT STAYS
- 25% DISCOUNT ON RETAIL MERCHANDISE

STOP BY THE VISITOR CENTER TO INQUIRE ABOUT THE POSITION- FILL OUT APPLICATION AND SPEAK WITH A HIRING MANAGER TO SET UP AN INTERVIEW

**VISITOR CENTER HOURS
8AM- 5PM DAILY**
122 CLOUDLAND CANYON PARK ROAD,
RISING FAWN, GA 30738

SACs Thrift Ave. - Trenton Trenton, GA

WE'RE HIRING

**Part Time
Thrift Store Associate**

Apply Now In Store

**For more information call
Cynthia at 706-657-3070**

NOW HIRING

VISITOR CENTER CLERK



JOB DUTIES INCLUDE MAKING RESERVATIONS
CASH HANDLING, RETAIL SALES AND
ANSWERING QUESTIONS FOR PARK VISITORS
- UP TO 29 HOURS PER WEEK 8A - 5P



LOOKING FOR MOTIVATED INDIVIDUALS
WHO HAVE A PASSION WORKING IN
NATURE AND WITH GUESTS OF THE
PARK TO JOIN OUR TEAM

BENEFITS INCLUDE:

- \$11/ HOUR
- FREE ANNUAL PARK PASS
- 20% DISCOUNT ON OVERNIGHT STAYS
- 25% DISCOUNT ON RETAIL MERCHANDISE



STOP BY THE VISITOR CENTER TO INQUIRE
ABOUT THE POSITION- FILL OUT
APPLICATION AND SPEAK WITH A HIRING
MANAGER TO SET UP AN INTERVIEW



VISITOR CENTER HOURS 8AM- 5PM DAILY

122 CLOUDLAND CANYON PARK ROAD,
RISING FAWN, GA 30738



Cloudland Canyon is HIRING



Housekeeping position

DUTIES INVOLVE: CLEANING THE
COTTAGES BUT OCCASIONALLY CLEANING
OTHER PARK FACILITIES SUCH AS YURTS,
GROUP LODGE OR GROUP SHELTER

BENEFITS

- \$13/hr
- Free annual park pass
- 20% discount on overnight stays
- 25% discount on retail merchandise



Stop by the Cloudland Canyon Visitor's Center to
apply today

122 Cloudland Canyon Park Road, Rising Fawn, GA 30738
706.657.4050



WE'RE HIRING!

Choose a career that enhances
the lives of patients worldwide.

Browse open positions and learn more at
integer.net/careers
or scan the QR code



The 1945 TRENTON GOLF CLUB

NOW HIRING

Cook-Bartender-Server

Paid Training • Part / Full Time

Join the Team

WE'RE HIRING!

AT

THE SHOP on Main

EMPLOYEES WILL RECEIVE: PAY RATE \$10.00/HR

OPPORTUNITIES FOR MORE TRAININGS AND EDUCATION
FOR SALES & CUSTOMER SERVICE

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Alliance for Dade Board Meetings are Open to the Public.
Next Meeting: TUESDAY, November 12, 2024 6:00 pm