

HISTORICAL SOCIETY OF DAYTON VALLEY



Wednesday, June 18, 2014
Dayton Valley Community Center
170 Pike Street, Dayton, NV

Special Guest Speaker

BRUCE RETTIG

Owner of Charter Advertising since 1985

Loneliest Highway Begins in Old Town Dayton
DAYTON GETS A FANCY NEW KIOSK!

7:00 p.m. ~ Meet & Greet / Refreshments

7:20 p.m. ~ Announcements

7:30 p.m. ~ Guest Speaker

8:30 p.m. ~ Adjourn

Bruce Rettig, with a BA of Arts Degree in Arts & Sciences from University of Colorado, is the owner of one of the Nevada Commission on Tourism's (NCOT) awarding-winning advertising agencies that promotes towns like Dayton located on the *Loneliest Highway in the Nation*, a roadway basically following the famous Pony Express Trail. In 2007, he won NCOT's statewide award for Excellence in Tourism and in 2010, was presented the same award for his work promoting the Nevada Indian Territory. They've also donated work for the *Save Nevada Tourism* and Pony Express Territory websites and print advertising. Rettig and NCOT's latest project is the design and installation of advertising kiosks to place tourists on the trail of rural Nevada communities through the northwestern Nevada Pony Express Territory Board that serves to promote rural historical towns on the Old Pony Express Trail from Dayton to Ely.