

FOR IMMEDIATE RELEASE

DATE: October 23, 2020

CONTACT: Patrick Brennan

pbrennan@snca.org

706-878-3300

SAUTEE NACOOCHEE CENTER RECEIVES SOUTHEASTERN MUSEUMS CONFERENCE TECHNOLOGY AWARD

The Sautee Nacoochee Community Association received a Bronze in recognition of their innovative use of Technology & Education

Sautee, GA — The Sautee Nacoochee Community Association is pleased to announce they are a recipient of the 2020 Southeastern Museums Conference Bronze Award for the telephone application and brochure, “The Heart & Heritage of the Northeast Georgia Mountains.”. The SEMC Technology Competition recognizes excellence in the use of technology within southeastern museums and celebrates the accomplishments of their work.

The app is available to both Android and iPhone smartphones. It provides maps, directions based upon location, and an audio guide to critical points of interest. In conjunction with the app, a 12-panel, full-color brochure, *Explore Helen & Sautee*, was created for the Landmarks & Sites tour for those that do not have phone access or choose not to download the app.

Four tours are currently offered within the app. They are: Landmarks & Sites; Plein Air: Outdoor Vistas; Folk Potters of Northeast Georgia; and Local Pottery Shops. Several additional tours are planned. The website version of the application is available at <http://HelenSauteeGa.oncell.com>.

As technology gains importance throughout the museum field, expectations and standards were exceptionally high for this year’s applicants. The SEMC Technology Competition received a record-breaking number of applications from a wide variety of museums across the southeast.

Winning entries were expected to demonstrate innovation, effective design, accessibility, creativity, and recognition of institutional identity. Recipients of the awards were judged by an appointed jury of museum professionals across the region who specialize in the fields of digital media and technology.

Partners in establishing this county-wide resource include:

- Appalachian Regional Commission
- Georgia Mountains Regional Commission
- White County (Georgia) Commission
- White County Historical Society
- Sautee Nacoochee History Museum, a committee of the Sautee Nacoochee Community Association, with matching funding from the Gregory New/History Museum Fund
- Private and business investors with gifts averaging \$50.00 or more.

The award winners were announced on Oct. 14, 2020, during the virtual 2020 Southeastern Museums Conference Annual Meeting. This designation recognizes the Sautee Nacoochee Center’s contribution to professional standards in Southeastern museums.

For additional information, contact Patrick@snca.org or 706.878.3300. The Sautee Nacoochee Community Association is a 501c3 Corporation educating students, families, businesses, and visitors in White County and the surrounding region.

The Sautee Nacoochee Community Association is a 501(c)3, membership-based non-profit organization whose mission is to value and nurture individual creativity, along with the historical, cultural and environmental resources of the Sautee and Nacoochee valleys and surrounding areas.

For information about the Sautee Nacoochee Center, visit www.snca.org or call 706-878-3300. SNC is located at 283 Hwy 255 N, Sautee Nacoochee, GA 30571.

About the Southeastern Museums Conference:

The Southeastern Museums Conference (SEMC), a nonprofit membership organization, is an association of museums, museum staff, independent professionals and corporate partners. We focus on the Southeastern United State including: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Puerto Rico, and US Virgin Islands.

SEMC works to:

- Provide educational and professional development opportunities
- Improve the interchange of ideas and information
- Encourage respect and collegiality

The Southeastern Museums Conference (SEMC) is dedicated to providing a safe, inclusive, and welcoming conference experience for everyone. We do not tolerate discrimination or harassment in any form.

For more information about the Southeastern Museums Conference, visit <https://www.semcdirect.net/>.