



Historical Tourist Spot Adopts Modern-Day Attitude

Name: Falcon Rest Mansion

Location:
McMinnville/Warren County

Products/Services:
Tourist attraction

Leadership: Charlien
McGlothin, General Manager

Founded:
1896

Reach:
Nationwide

Innovative Insight: *“If it weren't for the Internet, I'm sure Falcon Rest would not have survived and flourished for the 15 years we've been open. It's our number one source of business.”*

Importance of the Broadband: *“I don't think a business can be considered a serious business in this day and age without a web presence. It's obvious that technology is becoming the #1 medium of communication for everyone.”*

McMinnville, TN – The slogan for Falcon Rest Mansion in McMinnville, Tennessee might be “Where *history* is fun!” but General Manager, Charlien McGlothin makes sure the mansion stays up-to-speed in modern-day technology to ensure the ongoing success of the beloved tourist spot.

Falcon Rest is a Victorian mansion dating back to 1896 that features daily tours, a bed and breakfast and a Victorian gift shop, while playing host to numerous activities like weddings, showers and class reunions.

Charlien McGlothin came to Falcon Rest from NASA in the mid-90s. Having witnessed first hand the power of the Internet while working for NASA, she was determined to create an online presence for Falcon Rest. The mansion went online in 1996, with Charlien updating the site herself, using raw HTML, as at that time, there wasn't much demand for website-editing tools.

“If it weren't for the Internet, I'm sure Falcon Rest would not have survived and flourished for the 15 years we've been open. It's our number one source of business,” explains Charlien.

In addition to the website, which allows visitors to locate anything they need to know about Falcon Rest, the mansion also provides wireless Internet access to guests. “The corporate travelers appreciate the Internet access,” says Charlien.

Charlien also uses broadband technology to send out regular newsletters to customers, edit the website and even streamline her daily operations.

“The wireless in the office lets us network our computers to access the same documents from the cash register computer in the gift shop and from the accounting computer in the office,” she notes.

With technology becoming more and more vital to a business's success, Charlien has big plans for the future. She is currently working on mastering the website publishing software, Dreamweaver, to update the entire Falcon Rest website, and would even like to start webcasting wedding ceremonies in the future to family members who are not able to attend weddings held at the mansion in person.

“I don't think a business can be considered a serious business in this day and age without a web presence,” she says. “It's obvious that technology is becoming the #1 medium of communication for everyone.”

About TN 95:

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