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NEWS SERVICE

**DURHAM**

*Where great things happen*



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DURHAM CONVENTION & VISITORS BUREAU

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### **DuRT: Where the Chefs Shop - Durham Farmers' Market**

*DuRT, Durham Retail Therapy, is an occasional feature that highlights various retail sectors with a focus on local vendors that are unique to Durham.*

Crisp green asparagus: check. Mouth-watering strawberries and hand-crafted chocolates: check, check. Fresh gourmet goat cheese, crispy-crustured French baguettes, and beautiful hand-woven baskets to put it all in: roger all that, too.

Durham has long been a leader in the slow food movement through chefs like Shane Ingram (Four Square), Amy Tornquist (Watts Grocery), and Ben & Karen Barker (Magnolia Grill), all of whom are known for using the best available local ingredients in their cooking. In fact, *The New York Times* featured two articles last week about Durham's chefs and food scene.

But they aren't the only area chefs utilizing locally-grown food. Many Durham chefs and sous chefs can be seen on Saturday mornings walking purposefully down the aisles of the [Durham Farmers' Market](#) gathering a variety of fresh produce to turn into culinary delights.

These local farms and vendors at the Durham Farmers' Market are at the very heart of the slow food movement. Open every Saturday from 8 a.m. until noon, the market also begins Wednesday afternoon hours today, from 3:30 p.m. until 6:30 p.m. (through September). Anyone who values fresh produce, typically harvested within 24 hours of going to market when it is at its peak of flavor, is welcome.



The Farmers' Market was started in 1998 and consisted of a few farmers, crafters, and children from SEEDS. Now, more than 10 years later, the market is in a permanent location at The Pavilion at Durham Central Park and has expanded to more than 50 vendors who come from no more than 70 miles away to sell their fresh produce, artisanal foods, and handcrafted wares.

Novices may want to check out the market's [website](#) before attending to see what vendors will be present and what foods are in season. The electronic newsletter is also helpful for the latest market news, produce updates, recipes, and more. But a word of warning – get there early or you'll miss out!



## High Marks for Annual Tribute Luncheon

Nearly 400 civic, business, university, and neighborhood leaders were on hand last week at American Tobacco's Bay 7 to celebrate the contributions of two local adaptive reuse architects: Eddie Belk and Frank DePasquale. Between them, they have devoted nearly 100 years of service to Durham's architectural presence.

The [2010 Durham Annual Tribute Luncheon](#) was co-produced by the Durham Convention & Visitors Bureau and The Special Event Company. In a post-event survey filled out by a large majority of attendees, 99% agreed the event was informative and that the event left them feeling energized about Durham. The event also received very high marks (>95%) for its visual presentation/videos, length, professional execution, and recognition for sponsors.



One comment received on the survey was, "This event is fabulous to celebrate the greatness of Durham." DCVB couldn't agree more, and plans to continue to offer the tribute as a celebration of individuals and organizations that have done much to make Durham unique for a long time to come.

Visit [www.tributeluncheon.com](http://www.tributeluncheon.com) to view the videos and photos from the event.



## Feature in Full - Bullock's Bar-B-Cue

Barbecue is a North Carolina staple. Some natives probably insist it's more of a food group. Durham is fortunate to have many restaurant options to soothe those cravings, but the focus today is on [Bullock's Bar-B-Cue](#), the oldest continually-operated restaurant in Durham (soon to celebrate its 60th anniversary, having opened in 1952).

It's hard to say what grabs hold of the senses first upon entering [Bullock's](#): the aroma of Southern food deliciousness, or the staggering number of autographed images of the famous diners. Perhaps it's the long (but fast-moving) line one waits in to enter the building...who's to know for sure?

Started originally as a caterer of sorts doing [pig pickin's](#) for friends and neighbors, Glen Bullock opened the restaurant that his son Tommy helped to build and still runs today. The location known to most on Quebec Drive in Durham has been home to Bullock's since 1970.



Bullock's was named "one of the country's best 'cue joints" by [Paste](#) magazine in 2005, and won the [Local Favorite](#) award for its food three out of the last four years. The menu is predictably large for a place with nearly 60 years of history – diners are certainly welcome to order a la carte, but many prefer "family style." This is a selection of 'cue, fried chicken, Brunswick stew, cole slaw, string beans, fries, and hush puppies. Family-style also comes with a complimentary ear-to-ear grin that last for hours...but keep that tidbit secret. Of course, there's also pie, as well as cake, banana splits, cheesecake, and pudding. These are priced individually and are always a tasty treat.

[Continue reading](#) about Bullock's and other Durham bar-b-cue restaurants.

A promotional banner with a green and gold color scheme. On the left, it says "NATIONAL AFRICAN AMERICAN TOBACCO PREVENTION NETWORK" in gold, followed by "June 3-4" in a large white script font, and "MENTHOL SUMMIT" in gold. In the center is a small photo of a woman and a large gold ampersand. To the right, it says "10<sup>th</sup> ANNIVERSARY" in small white text above "GOLF" in large white letters, with "TOURNAMENT & AWARDS BANQUET" in gold below. On the far right, a gold box contains the text "SPACE IS LIMITED! REGISTER BY MAY 17" in white.

## Impact of Social Media Demonstrated

For many individuals, social media is a convenient way to keep up with friends and share elements of one's social/business life with others, but don't underestimate the power of social media as a business tool. (Yes, there are people who use Facebook at work FOR work.) Here's a case in point:

Some may remember that [DCVB was the first](#) convention and visitors bureau in the US to be [Green Plus](#) certified. The Institute for Sustainable Development administers the Go Green Plus program and is now looking for a people's choice favorite amongst the organizations that have earned certification. (No, it's not too late; and yes, we'd [appreciate your vote](#).)



Here's where the impact of social media comes in... DCVB posted the nomination link on the [Durham fan page on Facebook](#). The link was posted at 4:12 PM on Friday, April 26. According to the folks at the institute, that single posting was pretty valuable. "The Durham, NC Facebook post brought in excess of 100\* visitors to our [Green Plus People's Choice Awards](#) vote page and helped us achieve one of the highest days of site visits ever," according to Sarah Kate Fishback, the Director of Operations for the Institute.

So remember, when looking at marketing activity and community engagement, make sure social media outlets are part of the plan. The impact is undeniable.

*\* To be precise, 147 hits to their website came from Facebook, but it's impossible to pinpoint which link on Facebook visitors used.*



[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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