



HIGHLANDS
NORTH CAROLINA

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HIGHLANDS CHAMBER OF COMMERCE/VISIT HIGHLANDS WELCOMES LANCE HARDIN TO TEAM

HIGHLANDS, N.C. – The Highlands Chamber of Commerce/Visit Highlands announces Lance Hardin as its new Welcome Center and Office Coordinator.

This is Hardin's second time living in Highlands as a full-time resident. In the mid-2000s, he and his family moved to the area from Raleigh, home base for his successful, 25-plus-year career with "Big 4" consulting firm Ernst & Young. Although his career took him back to the Research Triangle area, he relocated again in early 2021.

Hardin holds a Bachelor of Science in Accounting from East Carolina University and a Master of Arts in Appalachian Studies from Appalachian State University. While earning his master's degree, Hardin served as an intern with Highlands-Cashiers Land Trust. He also serves as archivist for the Highlands Historical Society.

"We are thrilled to have Lance on our team," says Kaye McHan, executive director of Highlands Chamber of Commerce/Visit Highlands. "He brings deep, academic knowledge of our region as well as an authentic passion for so many of the attributes that make Highlands special and attractive. Our visitors and volunteers surely will enjoy and appreciate his guidance."

Hardin is ready to welcome visitors as well as volunteers who wish to serve the organization.

"The residents and visitors of Highlands have drawn me here not once, but twice," says Hardin. "I truly love all that our town offers, and I'm looking forward to working with volunteers and sharing it with others."

Hardin encourages those who wish to serve as volunteers in the Welcome Center to contact him directly.

An avid hiker and backpacker, Hardin and his wife, Gwyn, completed 1,200-plus miles of the Appalachian Trail in 2021. Even when he's not working, he continues to enjoy researching Western North Carolina's history. Hardin also served youth organizations, including Boy Scouts of America, YMCA

and organized sports groups as a coach and announcer. He and Gwyn have three adult children: Copeland, Max and Jack.

Formed in 1931 to serve as the voice of business in and around Highlands, the Chamber of Commerce provides services and support to its members and promotes its largest industry, tourism. Conveniently located on Main Street in the Marchant-Parker-Davis-Patterson House, it welcomes and connects with visitors and hosts an array of special events and programs -- including Leadership Highlands, Business After Hours, the Summer Concerts series and holiday festivities -- throughout the year.

For more information or to inquire about being a member or volunteer, visit highlandschamber.org or call 828-526-5841.

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