



## *RiverWay South Summit 2011: A Preview*

Coming up March 10-11 in Apalachicola FL, the RiverWay South (RWS) Summit offers opportunities to meet and talk with tourism and economic development leaders at the highest level regionally and nationally. This summit's keynoter features Florida's former *Commissioner on Tourism*, Tom Waits at 8:30 AM March 10<sup>th</sup>.

Morning sessions cover the most important topics in the industry as well as providing new ways of raising money through grants. The afternoon lets participants explore mobile workshops with tours of gardens, 'The Plein Air Experience' and a River-Boat ride. We'll finish the evening with dinner in the park.

RiverWay South is looking to change how it operates. In essence, we are proposing that CVBs and Chambers with tourism entities throughout the ACF partner with and join Riverway South to sustain the organization so it continues to help promote sustainable tourism using the river systems.

The timing couldn't be better. New RWS regional offices are springing up throughout the ACF river systems with *RiverWay South –Apalachicola-Choctawhatchee* Inc. leading the way. Additionally, *RiverWay South -Historic Chattahoochee Commission* and *RiverWay South – Columbus* are promoting strategies to reach even more ACF communities. Furthermore, with leadership coming out of the Albany Convention and Visitors Bureau, the Flint region is pulling together a network of Flint watershed participants.

Friday's agenda looks at the upcoming year for RiverWay South and where our associations with tourism will take us. We will adjourn around 1:00 PM March 11.

Don't miss this opportunity to become part of RiverWay South as we move toward new strategies to protect, promote and preserve the ACF watershed.

Go to registration here on this website to reserve a place and make your lodging reservations while discounts are still available (through January 31<sup>st</sup> 2011). Go to [www.waterstreethotel.com](http://www.waterstreethotel.com) for special rates as long as they last.

