

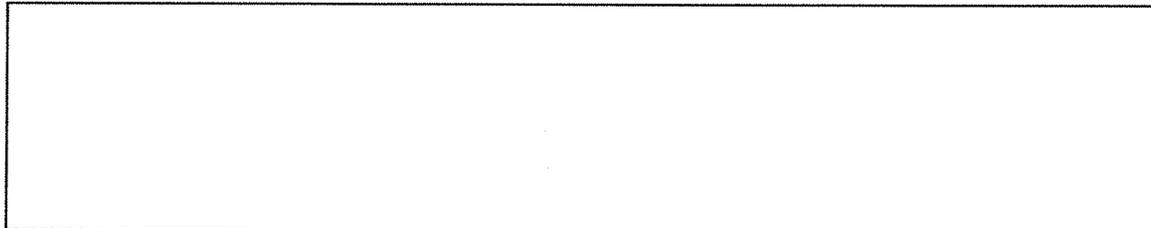
(c)

Masser, Michelle

From: Lashway, Lisa
Sent: Monday, March 04, 2013 3:17 PM
To: Canning, Sean; Masser, Michelle
Subject: FW: Invitation to attend 2013 New Jersey Conference on Tourism

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: NJLM to Municipal Officials [mailto:njlm-clerks@njslom.org]
Sent: Monday, March 04, 2013 3:16 PM
To: Lashway, Lisa
Subject: Invitation to attend 2013 New Jersey Conference on Tourism



March 4, 2012

Re: Invitation to attend 2013 New Jersey Conference on Tourism

Dear Mayor:

In my capacity as a member of the Tourism and Community Relations subcommittee of the 2014 Super Bowl Host Committee I have been asked to forward the information herein on the 2013 NJ Conference on Tourism. The text

of the letter from Sharon Franz President and Conference Chair of the NJ Travel Industry Association follows:

Very truly yours,

*William G. Dressel, Jr.
Executive Director*

On March 20 - 22nd, New Jersey will host the 2013 New Jersey Conference on Tourism at the Golden Nugget Atlantic City. This year's conference is themed "**Game On to Greatness...Restoring the Garden State**" and embraces the vast undertaking of rebuilding much of the State in the aftermath of Hurricane Sandy, while enthusiastically promoting the honor of having the first ever "cold weather" Super Bowl in 2014. We invite you as a Mayor of New Jersey to join us.

Governor Christie will be addressing the group on Wednesday, March 20th. Pam, Breaux, an official from Louisiana will give her perspective on the return of New Orleans and the entire state of Louisiana after Hurricane Katrina. Seminars will address marketing techniques for towns not affected by Sandy that are open for business. The New Jersey Tourism Hometown Hero Awards and the New Jersey Restaurant Good Samaritan Awards will be given out at lunch on Thursday, March 21st. There will be networking events throughout the conference.

You, better than anyone, know the devastation to our beautiful towns and cities and the catastrophic effect it will have on our billion dollar tourism industry. Our members are facing tremendous unforeseen challenges in the coming months and years and are looking for guidance and assurance.

In that spirit, we are moving forward with the 2013 NJ Conference on Tourism with a focus toward restoring those in the industry hardest hit, while continuing to promote those tourism businesses less affected by the storm. We hope you will join us. Below is a link to the program
http://www.njslom.org/events/2013_NJ_Conference_on_Tourism.pdf

Please follow up with Laura Slomka at 609-396-2020, lslomka@njpsi.com

Many thanks for your consideration.

Very truly yours,

Sharon Franz

President, Conference Chair

*If you would like to be removed from receiving faxed advisories please contact Shirley Cade at scade@njslom.com or 609-695-3481 ext. 114 with the name of your municipality and fax number. Thank you.

Please be advised that the information you receive is not legal advice. You must consult your town attorney to make sure that any of the material you receive is in accordance with current state law and your particular facts and situation.

Please be advised that the New Jersey State League of Municipalities is subject to the New Jersey Open Public Records Act. As such, any email sent or received by the League may be subject to a records request.

New Jersey League of Municipalities
222 West State Street, Trenton, NJ 08608
609-695-3481
<http://www.njslom.org>

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