



The Visitor Industry Council (VIC) recently took a new approach to its monthly meetings, holding its first ever VIC Strategic Planning Forum in January at the RIT Inn & Conference Center. This forum included a brainstorming session about the content of future VIC meetings and an introduction of the VIC project topics for 2008.

Since the meeting, the VisitRochester staff and VIC Steering Committee identified opportunities in the 2008 business plan for member participation. The result was 12 projects for members and staff to accomplish throughout the year. Learn more about these projects and other ways to contribute at the February VIC meeting, and most importantly, be among the first to sign up for the project(s) that fit best with what you want to achieve in 2008!

The meeting will also include a special update on the Rochester Made for Living brand—where we've been and where we're going!

Tuesday, February 19, 2008
Clarion Riverside Hotel
Riverview Ballroom
(120 East Main St. Rochester, NY)

3:00 p.m. Registration opens

3:30 p.m. Business meeting

Networking reception with cash bar and hors d'oeuvres following the meeting

This is your chance to network with your fellow members, learn more about what is happening with VisitRochester and the community.



Hope to see you there!