



# News Release

**from the PA Tourism & Lodging Association**

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**FOR IMMEDIATE RELEASE**

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## **PA Tourism & Lodging Association to Hold Tourism Industry Legislative Summit**

The Pennsylvania Tourism & Lodging Association will hold a Tourism Industry Legislative Summit on Tuesday, March 16, 2010, at the Hilton Harrisburg. With the theme, “Legislative Involvement: A Key to Success in Business,” the Summit’s educational sessions will focus on the importance of legislative advocacy and strategies, tools and tips to help tourism business owners better communicate with their elected officials.

Two optional events will take place prior the Summit. A rally will be held from 11:00 a.m. – 11:45 a.m. at the State Capitol Building and a networking luncheon at the Hilton Harrisburg from 12:00 Noon – 12:45 p.m.

The Summit program, scheduled from 12:45 p.m. – 4:30 p.m., will kick off with a general session titled “Your Ownership of the Political Process.” Two concurrent sessions will follow, one titled the “Fundamentals of the Legislative Process; Myths vs. Realities and the second “Contributing to the Industry’s Political Action Committee Is an Important advocacy Tool.” A general session on “How to Work Effectively with State Legislators” will focus on the importance of creating an effective relationship with elected officials.

Attendees will also have the opportunity to attend a reception with the republican and democratic candidates running for Pennsylvania governor. Dinners with state legislators hosted by convention and visitors bureaus will conclude the day's activities.

Registration fees are \$79.00 for the full day (includes rally, lunch and Summit) or \$49 for the Summit only. For more information and to register, visit [www.patourism.org/tils](http://www.patourism.org/tils).

For those who need overnight accommodations, a block of guest rooms is available at the Hilton Harrisburg at a rate of only \$125.00. The code is PA1. This special rate is available until February 9. To make a reservation, call the Hilton at 717-233-6000.

*The PA Tourism & Lodging Association is a private, non-profit, membership-based association that exists to advocate, support, promote and enhance the tourism and lodging industry within the Commonwealth of Pennsylvania. It provides lobbying, education and professional development opportunities, information and other resources as well as value-adding services to its members to ensure their—and the industry's—ongoing growth and success.*

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