



Hello to my fellow regional tourism leaders!

I'm reaching out to you personally to ask you to support the Virginia Green program and its upcoming conference. Virginia Green is an incredible asset to Virginia's tourism industry overall and it certainly means a great deal to your local tourism partners who are able to show that they are a certified green tourism business.

You may not be aware, but state funding for the program expired last year. The Virginia Tourism Corporation and Department of Environmental Quality still maintain the basic Virginia Green websites, but all outreach and assistance is now performed through the 501c3 non-profit, the Virginia Green Travel Alliance (VGTA). I am very proud to serve on the VGTA Board of Directors because I know how important the Virginia Green program is to our tourism economy.

I am also excited about the new [Virginia Green Regional Chapter](#) program that the VGTA is launching at the upcoming conference. It's going to be a great way to get recognition for having Virginia Green partners in your region. I encourage you to "sign on" so that you can be included in the announcement of the "charter chapters". All you need to do is send an email to Virginia Green's Tom Griffin to let him know that you would like to join the chapter program. Tom's email is: [VirginiaGreen@Virginia.org](mailto:VirginiaGreen@Virginia.org).

In addition, I hope that each of you can also commit to **some level of conference sponsorship**. This is an opportunity to demonstrate your support -- and it is critical to the continued existence of the Virginia Green program. The organizers of this event have created a special sponsorship discount for Regional/Supporting Organizations only. You can access this with the code "SUPORG" during sign up. This offer gives you a Partner-of-the-Conference Sponsorship for only \$250 (\$500 normally) which includes 1 full registration and all other benefits. <http://www.viriniagreentravelalliance.org/2016-virginia-green-travel-conference.html>

Please join me in showing that our regional tourism programs statewide support Virginia Green!

Sincerely,

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