

May 19, 2014



Dear Invited Participant,

You are invited to participate in the Roswell Leadership Focus 2014 to be held in Asheville, North Carolina. This program, formerly known as Roswell Community Leadership Exchange, will be held from Thursday, September 11 through Saturday, September 13, 2014. Your participation in this program is significant because of your leadership role in our community and your commitment to the future of Roswell.

The purpose of Roswell Leadership Focus is to explore a city where the leaders affected positive community change through a strong vision and city-wide collaboration. We will be discovering what lessons were learned in Asheville and the value these lessons and partnerships could hold for Roswell. The program will include visits to key points of interest, presentations by community leaders, stakeholders, elected officials and Asheville City staff.

Why Asheville, North Carolina? Asheville is quickly becoming one of the Southeast's most progressive and vibrant cities - with a strong focus on being a culinary destination, an art haven and remaining a top place for tourism. These areas are frequent discussions and current hot topics in our community. The focus of this program will be how we, as a community, can better define and refine our restaurant industry, art programs and tourism offerings. In addition, we will take a look at private-public partnerships and how those entities collaborate, partner and achieve success.

Another main point of discussion will be Asheville's Riverfront Redevelopment Plan. As we begin to promote Roswell's vision as a premiere riverside community, it will be fundamental to study other urban riverfronts to provide a framework for further public discussion and decision-making regarding revitalizing Roswell's riverfront areas.

The program will begin at 8:00 AM on Thursday, September 11th at Roswell City Hall. We will arrive back in Roswell on Saturday, September 13th in the late afternoon (by 4:00 PM). We will be staying at the Renaissance Asheville Hotel, centrally located in Asheville's downtown area. Reservations for this program are on a first-come, first-served basis, with a capacity of 45 participants. This invitation is specific to you and cannot be assigned or delegated.

The cost to attend is \$625 per individual. Payment in full may be submitted via check or credit card. Please make checks payable to Roswell Inc. If you wish to pay in full via credit card, please contact Roswell Inc at 678.823.4004 x 1002. The reservation deadline is July 18, 2014. Please complete the enclosed response form and mail to Roswell Inc using the enclosed envelope, or email to RoswellLeadershipFocus@roswellinc.org.

Your reservation to participate in Roswell Leadership Focus will be confirmed no later than August 1, 2014. The reservation deadline is July 18, 2014.

If you have any questions, please call either Beckie Hawkins or Stephanie Robertson at Roswell Inc. Beckie can be reached at 678.823.4004 x 1002 or Stephanie at x 1006.

We look forward to seeing you in Asheville!

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Roswell Inc promotes economic development through a Public Private Partnership with the City of Roswell.