



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Alliance Partners with Area Chambers to Enhance Advocacy Initiatives for Historic Triangle Business and Tourism

Williamsburg, VA — The Greater Williamsburg Chamber & Tourism Alliance is partnering with the Hampton Roads and Virginia Peninsula Chambers of Commerce to increase the power and reach of its advocacy efforts. For the first time, the three business organizations will work to jointly develop an annual legislative agenda for the region based on mutual interests, and also will jointly fund full-time lobbying representation at the General Assembly.

While each organization will retain its individual legislative agenda, the jointly developed agenda will encompass the issues of transportation, workforce development, education and healthcare that have been long-standing priorities for all three organizations. For 2010, however, tourism will become a regional priority item for the first time, with the Alliance taking the lead in developing that agenda addition.

“This partnership will afford us access to a larger number of legislators and provide greater weight and voice for our issues than any one of our organizations can carry by itself,” stated Alliance Executive Vice President Robert Hershberger. “Having an individual dedicated to monitoring bills and committees and working daily to speak on our behalf to the region’s legislators is also a significant benefit of this collaboration.”

The partnership also provides the Alliance with a new communications vehicle, known as “Voter Voice,” to better engage members in the legislative process on both the state and national levels. Through Voter Voice, the Alliance can immediately alert members to issues and provide members the opportunity to make their views known to legislators in Richmond and Washington, D.C. “With the pace of enacting policies and legislation that impact the business community quickening, especially at the federal level, it is crucial that we help our members let our elected representatives know what their constituents really think,” said Hershberger.