

April 14, 2008

Dear Business Owner,

Adirondack rivers, lakes, and ponds attract thousands of residents and visitors who love to fish, boat, swim and paddle. On behalf of Jones Outfitters and the Ausable River Association, among others, we would like to invite you to attend a free evening workshop to discuss how tourism businesses can help protect Adirondack waterways. The workshop will be held on Tuesday, May 20th at the Harrietstown Town Hall in Saranac Lake from 7:00 – 8:30 PM. The session will provide an overview of Adirondack aquatic invasive species problems and solutions as well as specific ideas and resources that businesses can share with their clientele.

As you may be aware, aquatic invasive species, such as Eurasian milfoil, zebra mussels, didymo (aka rock snot), and others, represent a major threat to tourism by degrading the waters that draw visitors to the Adirondack region. In order to stop the spread of invasives, we need to stop their pathways by inspecting and cleaning fishing gear, boats (incl. canoes, kayaks) and other items that come into contact with water and are subsequently transported to other waterbodies.

Various agencies, non-governmental organizations, academic institutes, and others have been working across the park to prevent the spread of invasives. This workshop presents an opportunity to involve perhaps the most important stakeholder – the tourism business community. Through your business you interact with hundreds of people every week, and you can really make a difference.

If you are an outfitter, guide, marina owner, accommodations provider, or a business owner concerned about Adirondack waters, please join us on May 20th. To assist us in planning, please RSVP to Janet Manor at Lake Champlain Sea Grant, 518-564-3038; janet.manor@plattsburgh.edu by May 13. Any question may also be directed to Ms. Manor. Thank you.

Sincerely,

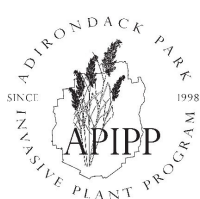
Chris Williamson, Jones Outfitters



Carol Treadwell, Ausable River Association



Hilary Oles, APIPP



Mark Malchoff, LCSG; SUNY Plattsburgh



Meg Modley, LCBP

