



**April 2, 2014  
12 PM to 5 PM  
FREE EVENT! RSVP!**

## **Madison County, Economic Development & Tourism in our Gateway Community**

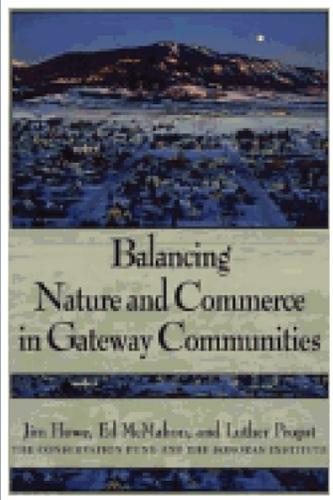


EARLY  
MOUNTAIN  
VINEYARDS

*at Early Mountain Vineyards*  
6109 Wolfstown-Hood Road, Madison, VA 22727

**Lunch/Networking: 12 PM -1 PM**

**Keynote Speaker: Ed McMahon**



McMahon is the author or coauthor of 15 books, including:

- *Conservation Communities: Creating Value with Nature, Open Space, and Agriculture*
- *Better Models for Development in Virginia*
- *Developing Sustainable Planned Communities*
- *Green Infrastructure: Connecting Landscape and Communities*
- *Land Conservation Finance*
- *Balancing Nature and Commerce in Gateway Communities*

### **Breakout Sessions**

- Shenandoah National Park, Opportunities /Partnerships
- Vision/Branding (What do we want for Madison/What do we have/How do we get there)
- Tourism and Tourism Businesses Marketing/Promotion
- Agriculture and Vineyards
- Business for Madison, Healthy Current Business/New Business

***Limited seating, so mark your calendars and RSVP to Tracey at  
tourism@madison-va.com or 540-948-4455!***

This program is sponsored by Madison Co. and the Madison Tourism Committee.