



Annual Report 2011

MISSION STATEMENT

The mission of the TLC is to provide a unified group with committed leadership pledged to promote, protect and serve the interests of the tourism and hospitality industries of the greater Savannah area.

BOARD OF DIRECTORS

Executive Committee

President

Whip Triplett, North Point Hospitality

Vice President

Jack Bussert, River Street Inn

Immediate Past President

Charlie Brazil, Old Town Trolley Tours of Savannah

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Treasurer

Mark Spadoni, Westin Savannah Harbor Golf Resort & Spa

At-Large

Fran Harold, Juliette Gordon Low Birthplace

At-Large

Mark Dana, Prince-Bush-Smith Hotels

Directors

Vicky Buck, Tybee Tourism Council

Jim Cone, Georgia Power

Brendan Ferrara, Savannah Technical College

Marc Friday, Planters Inn on Reynolds Square

Marcie Hill, City Market

Sandy Hollander, 45 Bistro

Greg Kelly, Airport Commission, Savannah/Hilton Head International Airport

Paul Kennedy, Paul Kennedy Catering

Mitch Linder, Holiday Inn Express / Hampton Inn Historic District

Jody McIntyre, Savannah Marriott Riverfront

Matt Meece, Savannah Theatre

Dominic Moraco, Ruth's Chris Steak House

Michael Plummer, Yates-Astro

Diane Rousakis, United Distributors, Inc.

Rochelle Small-Toney, City of Savannah

Ansley Williams, Live Oak Restaurants

Past Presidents

Charlie Brazil (2010), Old Town Trolley Tours of Savannah

Charlie Brown (2006-2007)

Mark Dana (2009), Prince-Bush-Smith Hotels

Shelly Fox (1998-2000), *Retired from* Hyatt Regency Savannah

Marcie Hill (2004-2005), City Market

Sandy Hollander (2002-2003), 45 Bistro

Jody McIntyre (2007-2008), Savannah Marriott Riverfront

Rod Musselman (2000-2002), *Retired from* Hilton Savannah DeSoto

Michael Plummer (2005-2006), Yates-Astro

Mark Spadoni (2003-2004), Westin Savannah Harbor Golf Resort & Spa

TOURISM LEADERSHIP COUNCIL

P.O. Box 10010 • Savannah, GA 31412

phone: 912-232-1223 • fax: 912-236-8821 • e-mail: tlc@tourismleadershipcouncil.com
www.tourismleadershipcouncil.com • www.tasteofsavannah.org • www.jobsinsavannah.com

History of the Organization

In 1997, seven tourism and hospitality professionals had a vision to establish an organization that would support the local tourism industry with programs, scholarships and other projects. Thirty–seven businesses contributed \$1000 each to provide seed money for the organization, and the first TLC meeting was held in July 1998.

Membership

In 2011, the TLC maintained its membership base and also grew almost 10% over 2010 bringing our membership to more than 240 businesses (see below). The TLC enjoys a diverse membership, including lodging properties, restaurants, food and beverage distributors, caterers, tour companies, museums, retail shops, printers, banks, non–profit associations, law offices, and many other companies who are touched by the tourism industry.

With a staff of three, the non–profit professional association continually strives to provide members with resources to strengthen their businesses. These resources include networking opportunities for industry professionals, advocacy efforts on behalf of the industry, educational seminars and training for industry employees, workforce development initiatives, monthly luncheons with informative topics, job fairs and a job–listing website, and an emergency fund available for members in times of crisis. The TLC is dedicated to leading the way for greater tourism in Savannah and strives to ensure that the needs of the local tourism industry are being addressed.

2011 TOURISM LEADERSHIP COUNCIL MEMBERS

1. *1790 Inn & Restaurant
2. 24e
3. 45 Bistro
4. AAA Parking
5. *Abigail Carter Gravino
6. Adventure Radio Group
7. Advertising Specialty Services
8. Alligator Soul
9. AlphaGraphics
10. American Diabetes Association
11. American Red Cross
12. America's Second Harvest of Coastal Georgia
13. *Ameris Bank
14. Andrew Low House
15. *Antiques Collectibles & Vintage
16. *Arc Media Group
17. *Ashley's Business Solutions
18. Avia Savannah
19. Azalea Inn
20. Azelle Photography
21. B. Matthews Eatery
22. Baymont Inn
23. *Belfor Property Restoration
24. Belford's Savannah Seafood & Steaks
25. Best Western Plus – Savannah Historic District
26. Blowin Smoke BBQ
27. Blue Focus Media
28. Boar's Head Grill & Tavern
29. *BowStern Marketing & Communications
30. *Bradbury Suites
31. *Chart House Restaurant
32. *Churchill's Pub
33. City Market
34. City of Savannah
35. Classic Party Rentals
36. Club One Jefferson/The Bay Café
37. Coastal Cleaning and Removal Services, LLC
38. Coastal Heritage Society
39. Coastal Insurance Partners
40. Cobblestone Connections
41. Comfort Suites Historic District
42. Cosmos Mariner Productions
43. Country Inn & Suites – Savannah Airport
44. *Country Inn & Suites–Savannah Midtown
45. Courtyard By Marriott Savannah Historic District
46. *Creative Approach
47. Creative Catering
48. *Crystal Beer Parlor
49. Del Sol Savannah
50. Desoto Beach Bed & Breakfast
51. Desoto Beach Hotel
52. *DeVivo Marketing, LLC
53. Doubletree Hotel Historic Savannah
54. Downtown Business Association
55. East Bay Inn
56. *Eat It and Like It.com
57. Eliza Thompson House
58. *Elizabeth on 37th
59. Embassy Suites Savannah Airport
60. Empire Distributors, Inc.
61. *Fairfield Inn by Marriott
62. Fiddler's Crab House
63. Four Points by Sheraton Historic Savannah
64. *Friends of Cockspur Island Lighthouse
65. *Friesens America
66. Garden City Convention & Visitors Bureau
67. Garibaldi's Café
68. Georgia Department of Economic Development & Tourism
69. Georgia Power
70. *Georgia Restaurant Association
71. *Global Events Partners
72. Go Mini's Savannah Mobile Storage
73. *GoWaiter Of Savannah
74. Greater Savannah Travel
75. Green Palm Inn
76. Hampton Inn & Suites Midtown Savannah
77. Hampton Inn Historic District
78. Hancock Askew & Co., LLP
79. *Hard Hearted Hannah's Playhouse
80. Hilton Garden Inn–Midtown
81. Hilton Garden Inn–Savannah Historic District
82. Hilton Savannah DeSoto
83. Historic Savannah Carriage Tours
84. Historic Savannah Foundation
85. *HMSHost
86. Holiday Inn & Suites–Pooler
87. Holiday Inn–Express Historic District
88. Hostess City Celebrations
89. HostSouth
90. Houben, Marie
91. *HT Creative, LLC
92. *Huey's
93. HunterMaclean
94. Hyatt Regency Savannah

95. Inn at Ellis Square
96. *Island Networking
97. Jazz'd Tapas Bar
98. *Jeffery A. Felser, PC Attorney at Law
99. Juliette Gordon Low Birthplace
100. K Shuttle/Kelly Tours Inc.
101. Kehoe House
102. KeytoSavannah.com
103. Landmark Inn
104. Leopold's Ice Cream
105. Levy Jewelers
106. Liberty Mutual Legends of Golf
107. *Local 11ten Food & Wine
108. Louis C. Mathews Seafood
109. Lovin' Spoons, LLC
110. Mansion on Forsyth Park
111. Marshall House
112. Mighty Eighth Air Force Museum
113. Monroe Marketing
114. Moon River Brewing Company
115. NeSmith Gift Advertising
116. *nourish
117. Ocean Plaza Beach Resort
118. Oceanfront Cottage Rentals, LLC
119. Official Guides of Savannah
120. Oglethorpe Inn & Suites
121. Oglethorpe Tours
122. Old Savannah Tours
123. Old Town Trolley Tours
124. Olde Harbour Inn
125. Omega Graphics Direct
126. *One Stop I.T.
127. *Patrick's Uniforms
128. Paul Kennedy Catering
129. Plantation Carriage Co.
130. Planter's Inn
131. *Pocket Maps
132. *Pooler Chamber of Commerce and Visitor's Bureau
133. Presidents' Quarters
134. ProActive Control Systems, Inc.
135. Randy Thompson Photography
136. *Red Clover
137. Residence Inn by Marriott Savannah Downtown
138. Resort Maps
139. Resort Services, Inc.
140. *Richmond Hill City Center
141. *Richmond Hill CVB
142. River Street Inn
143. River Street Market Place
144. River Street Riverboat Company
145. River Street Sweets
146. Roussell's Garden B&B
147. Ruth's Chris Steak House
148. Sabre Technologies, Inc.
149. *Salt Table, LLC
150. Sapphire Grill Restaurant
151. *Savannah Antique Mall
152. Savannah Book Festival
153. Savannah Cams
154. Savannah Candy Kitchen
155. Savannah Coca Cola
156. Savannah Destination Management LLC
157. Savannah Distributing Company
158. Savannah Int'l Trade & Convention Ctr
159. Savannah Magazine
160. Savannah Marriott Riverfront
161. Savannah Morning News
162. Savannah Music Festival
163. *Savannah Quarters Country Club
164. Savannah River House
165. Savannah Riverfront
166. Savannah SandGnats
167. Savannah Scene/Savannah.com
168. Savannah Special Events by Ranco
169. Savannah Technical College
170. Savannah Theatre
171. *Savannah Yoga Center LLC
172. Savannah/Hilton Head International Airport
173. *SavannahBalloons.com
174. Savannahjobs.com
175. Savor Savannah Catering by SMG
176. Sea and Breeze Hotel
177. Segway of Savannah
178. *SHELTAIR Aviation
179. Sherrill & Company
180. *Ships of the Sea Maritime Museum
181. Shrimp Factory
182. Siefker, Vicki
183. Signature Flight
184. *Society for Human Resource Management
185. Southern Elegance Staffing, Inc.
186. *Southern Enviro Solutions, LLC
187. *Spanky's River Street
188. Spectrum Printing/Marketing Service
189. Spring Hill Suites Savannah Airport
190. Spring Hill Suites Savannah I-95 South
191. Springhill Suites Savannah Historic District
192. SpringHill Suites-Savannah Midtown
193. Stage Front Presentation Systems
194. Staybridge Suites Historic Savannah
195. *Sterne Agee
196. Sticky Fingers Rib House
197. Sysco Jacksonville, Inc.
198. Tech Rentals, Inc.
199. Telfair Museum of Art
200. *The Blood Alliance
201. The Bohemian Hotel Savannah Riverfront
202. The Crab Shack
203. The Dresser Palmer House
204. The Fairways at Savannah Quarters, LLC
205. The Gastonian
206. *The Kennickell Group
207. The Lady & Sons
208. *The Landings at Skidaway Island
209. *The Melting Pot
210. The Mulberry Inn
211. The Olde Pink House Restaurant
212. The Pirates' House Restaurant
213. The Savannah Bank
214. The Savannah Walks Inc.
215. The Vacation Station
216. Thunderbird Inn
217. Title Max (TMX Finance, LLC)
218. Tour Services, LLC
219. Towneplace Suites Savannah Airport
220. TRAVELHOST of Savannah & Hilton Head/Beaufort
221. *Trident Sustainability
222. Tubby's Thunderbolt
223. Tybee Island Marine Science Center
224. Tybee Tourism Council
225. Tybee Vacation Rentals
226. Tybee Wedding Chapel
227. U.S. Food Service
228. Uncle Bubba's Oyster House
229. United Community Bank
230. United Distributors, Inc.
231. United Way – Coastal Empire
232. *Urgent Care of Historic Savannah
233. USA Today
234. USCB – Hospitality Management Program
235. Vic's on the River
236. Visit Savannah
237. *Visitors Television Network
238. Westin Savannah Harbor Golf Resort & Spa
239. *Wet Willie's
240. Wild Wing Café
241. William D. Cannady, CPA, PC
242. *WJCL-TV;WTGS-TV
243. *Wright Square Antique Mall
244. Yates-Astro
245. Zeigler House Inn

*New businesses that joined the TLC for the first time in 2011.

Membership Luncheons and Socials

Networking socials and membership luncheons are a top priority to many of our members as we all know we prefer to do business with those that we have relationships with. Each month, about 120 business professionals gather at membership luncheons to network and listen to speakers discuss a variety of issues related to the tourism and hospitality industry. Not only does this offer our members an opportunity to network, but it also allows them opportunities to distribute promotional and marketing materials. The TLC scholarship fund benefits from proceeds raised through raffle ticket sales at each membership luncheon. Our programs committee worked hard this year to provide relevant, quality programs for our membership. We give our members the opportunity to showcase their culinary talents throughout the year in hosting these events. We hosted 11 luncheons this year and experienced some of the highest attendance rates ever.

After hours socials are always widely received by the membership and offer an alternative to the monthly informational luncheons. Each social brought together about 50 professionals for networking and a good time. We hosted 6 membership socials this year.

Education & Workforce Development

The TLC continued to build on educational opportunities internally and externally. For the first time ever, the TLC created an internship program. Throughout the year, three students, two from *Savannah Technical College* and one from the *University of South Carolina – Beaufort*, experienced the tourism and hospitality industry while assisting with TLC events and programs.

This year, the TLC revived its Workforce Development committee and the group began planning for additional events in 2012 to include a hospitality job fair and internship and mentoring opportunities for members.

Seminars and training opportunities that were presented to the membership this year included twitter 101, ServSafe food and beverage training, The Outlook for Savannah Hotels, a DNR sustainability workshop and the Mobility Front Line Training program. The TLC's FREE Mobility Front Line Training program, featuring *Savannah Technical College* instructors, was offered in order to educate industry employees on how to get around in Savannah, highlighting the '**dot**' system. To date, more than 250 people have gone through the program.

The Tourism Leadership Council continued to partner with *Savannah Technical College* and *Woodville Tompkins Technical & Career Institute*. Involvement on the advisory boards of each school's hospitality program and being a liaison between the educational institutions and the industry continued.

Through the support of raffle monies raised at monthly luncheons and fundraisers throughout the year, the TLC was able to award scholarships to students pursuing higher education in culinary and hospitality careers. Two \$1,000 and three \$500 scholarships were awarded at the 13th Annual Tourism and Awards & Scholarship Dinner in February to students enrolled in *University of South Carolina – Beaufort*, and *Savannah Technical College* bringing the grand total of scholarship money given by the organization to \$47,500.

The TLC's jobsinsavannah.com website enjoys a strong partnership with Savannahjobs.com for the management and promotion of the site. A great benefit to membership is the free job posting each month to assist in staff recruitment efforts. Also, TLC members have the option to post additional jobs at a significant discount through this website.

Fundraisers

Fundraising Events

The TLC's three fundraising events provide financial support for the programs and activities of the organization each year. They also provide exposure opportunities for businesses and a fun time for everyone involved! Not only did each fundraiser experience financial growth over last year, but we also focused heavily on improving the flow of the events and streamlining the volunteer process for our many volunteers.

On Thursday, February 3, 2011, the TLC hosted its 13th Annual Tourism Awards & Scholarship Dinner at the *Westin Savannah Harbor Golf Resort & Spa*. Several awards were presented and scholarships were administered to five students pursuing careers in the hospitality industry at local area schools. The John P. Rousakis Community Champion Award went to Rob Gibson of the *Savannah Music Festival*. The Herb & Franklin Traub Visionary Award was presented to Mark V. Smith of *Prince-Bush-Smith Hotels*. Mark Dana of *Prince-Bush-Smith Hotels* took home the TLC Member of the Year Award. Service Star and Leader Awards went to William Bryan of the *Hilton Savannah DeSoto* and Joyce Ellis of *Old Town Trolley Tours of Savannah*. The event net more than \$15,000.

The 13th Annual TLC Golf Tournament, presented by *Comcast*, took place on Monday, May 9, 2011 at *The Club at Savannah Harbor*. Lunch was provided by *Wild Wing Café*, *Belford's Savannah Seafood & Steaks*, and *Spanky's*. Players and volunteers enjoyed refreshing beverages and snacks throughout play. Our post-tournament reception was catered by *The Olde Pink House*, *Paul Kennedy Catering*, and *Savor Savannah Catering by SMG*, and golfers were awarded great prizes after a fun day on the course. Through the support of team entries and sponsorships, the tournament was able to net more than \$20,000.

The TLC's 11th Annual Taste of Savannah® – Connecting through Coastal Cuisine, presented by *U.S. Foods*, took place on Friday, September 9, 2011 in the *Savannah International Trade & Convention Center's* Exhibit Hall. Twenty-two restaurants and caterers served samples of their favorite menu items to more than 800 guests and competed for awards presented by *SYSCO*. Guests were able to enjoy live entertainment performed by Savannah's Southern Songstress Kim Michael Polote and the Hear and Now Band! The event net nearly \$28,000.

Savannah – A Southern Journey

The Tourism Leadership Council produced the third edition of the *Savannah – A Southern Journey* coffee table book in 2011. The book is intended to serve as a guide to visitors and is placed in more than 5,500 guest rooms in the Savannah area. This year, the book became available for retail purchase at four local retail shops. The 2012 *Savannah – A Southern Journey* book was designed and developed throughout 2011 and was completed in November. The book is hard cover with 96 pages including advertisements, editorial and photography!

As an addition to the *Savannah – A Southern Journey* project we created and implemented the 2011–2012 *Savannah – A Southern Journey* Concierge Dining Directory. This book is placed in the lobbies of more than 50 participating hotels and B&B's in the Savannah area and includes menus and photography from Savannah restaurants.

The net income for the organization through these projects is more than \$66,000.

Advocacy & Community Involvement

Legislative and governmental affairs continued to be a focus and high priority this year. The TLC worked hard to create a greater awareness both to and for the industry in the legislative arena. The Executive Director of the TLC, Marti Barrow, officially became a registered lobbyist this year in order to further our advocacy efforts and has been continually working with our elected leaders for projects that benefit our industry. During National Travel & Tourism Week, we received a proclamation from the Mayor dedicating that same week in May as Travel & Tourism Week in Savannah.

The TLC hosted a “Welcome Home” thank you reception for our Chatham County state legislators in April. In addition, we educated our industry on the importance of voting through another voter registration push prior to the November 8 election and we also provided forums where Savannah’s Mayoral and Aldermanic candidates spoke about their views regarding issues specifically affecting Savannah’s tourism industry.

The momentum of the TLC continues to grow strong by working together on projects with other community organizations. The TLC represented the tourism industry through involvement with the following organizations, committees and task forces including:

- City of Savannah Arena Advisory Committee
- Coastal Workforce Investment Board
- Cruise Ship Exploratory Committee
- Dress for Success
- Georgia Southern University Eagle Fund Delegate Committee
- Hospitality Advisory Committee at Savannah Tech & Woodville Tompkins
- Junior League of Savannah
- Paint the Town Red Committee – Savannah Red Cross
- Pooler Chamber of Commerce
- Savannah Area Chamber of Commerce
- Savannah Development & Renewal Authority (SDRA)
- Savannah Downtown Business Association
- Savannah Riverfront
- South of DeRenne Association (SODA)
- Visit Savannah
- Westside Business Network

The TLC supported the community with various charitable donations and events throughout the year. The TLC hosted a blood drive for the *American Red Cross* and assisted *America’s Second Harvest* by packing more than 200 food boxes that would be delivered to families in need. The TLC Community Happenings email blast continued to promote charity events taking place in Savannah. The TLC Good Samaritan Fund paid out \$500 to assist individual TLC members in need this year.

2011 TLC HIGHLIGHTS – MONTH BY MONTH

January

- Participated in Savannah Chatham Day in Atlanta – bronze sponsorship
- Participated in Tourism Day in Atlanta
- Membership Luncheon – *Hilton Savannah DeSoto* – “New Development on Hutchinson Island” presented by a panel of industry experts: Bob Coffey, General Manager, *Savannah Int'l Trade & Convention Center*; Patrick Graham, Executive Director, *Savannah/Hilton Head Int'l Airport*; Joe Marinelli, President, *Visit Savannah*; Pat Monahan, Assistant County Manager, *Chatham County*

February

- 13th Annual Tourism Awards & Scholarship Dinner – *Westin Savannah Harbor Golf Resort & Spa* – The event net more than \$15,000
- Membership Luncheon – *Hampton Inn & Suites Savannah Midtown* – “Nicheology: Niche Marketing for Us Dummies” presented by Melissa Yao, VP of Communications for *Visit Savannah*
- Membership Social/SASJ Book Launch Party – *Westin Savannah Harbor Golf Resort & Spa*
- Membership Training – *Hilton Garden Inn Savannah Midtown* – “The Outlook for Savannah Hotels” presented by Mark Skinner, *The Highland Group*

March

- Membership Luncheon – *Garibaldi's* – “Join us as we discuss upcoming spring festivities in Savannah” presented by: Kimberly Phillips, Assistant Director, *City Market*; Erin Jenkins, Events Coordinator/Office Administrator, *Savannah Riverfront*; Ryan McMaken, Communications & Operations Director, *Savannah Music Festival*; Maria Lancaster, Development & Patron Services Director, *Savannah Music Festival*; Joe Rotellini, Executive Director, *Liberty Mutual Legends of Golf*

April

- Hosted a welcome home/thank you reception for the Chatham County state legislators – *Ruth's Chris Steak House*
- Membership Luncheon – *Savannah Marriott Riverfront* – “Federal Bureau of Investigation Savannah, Community Outreach and Liaison Initiatives” presented by William R. Klarer, Special Agent – Savannah RA Community Outreach/Liaison
- Membership Training – TLC Office – “DNR Sustainability Workshop” Roy Edwards, Sustainable Systems Engineer, *GA Department of Natural Resources Sustainability Division*

May

- 13th Annual TLC Golf Tournament – *The Club at Savannah Harbor* – The event net more than \$20,000
- Membership Luncheon – *Savannah Technical College* – “Workforce Development: What It Is, Why It Is Important To You And Your Business And How The TLC Can Help” presented by Brendan Ferrara, *Savannah Technical College* and Rob Jones, *Savannahjobs.com*
- Membership Social – *Savannah Sand Gnats* game at *Grayson Stadium*
- Membership Training – TLC Office – “twitter 101” presented by Allison Mol, Social Media Consultant, *Island Networking*

June

- *American Red Cross Blood Drive – DoubleTree Hotel Historic Savannah*
- *Membership Luncheon – Embassy Suites Savannah Airport – “Mission updates for the Combat Readiness Training Center and projections of units coming to the Savannah area” presented by Major Christopher Rachael, Operations Group Commander, Combat Readiness Training Center*
- *Membership Social – Tubby’s Tankhouse Thunderbolt*
- *Membership Training – Hampton Inn & Suites Savannah Midtown – “Mobility Frontline Training” presented by Howard Helmken, Administrator, Savannah Mobility Management, Inc. and Brendan Ferrara, Department Head/Instructor Marketing Program & Department Head Hotel, Restaurant, and Tourism Program, Savannah Technical College*
- *Membership Training – TLC Office – “ServSafe Food Training – Manager's Certification Course” Jim Deal, Certified Instructor, ProActive Control Systems, Inc.*

July

- *Membership Luncheon – Savannah International Trade & Convention Center – “Savannah Ocean Exchange A New Approach to Connecting People” presented by Cathy Sakas, Co-Founder & Chair, Organizing Committee, Savannah Ocean Exchange; Mari Carswell, Marketing Consultant, Savannah Ocean Exchange*

August

- *America’s Second Harvest TLC board volunteer day*
- *Membership Luncheon – Ruth’s Chris Steak House – “I Love Rock ‘n’ Roll – And Why You Will Too” presented by Malain McCormick, Event Director, Rock ‘n’ Roll Savannah, Competitor Group, Inc.*
- *Membership Social – Rocks on the Roof at the Bohemian Hotel Savannah Riverfront*

September

- *11th Annual Taste of Savannah® – Savannah International Trade & Convention Center – over 800 attendees and the event net nearly \$28,000*
- *Participated in Governor’s Conference on Tourism in Athens, GA*
- *Completed the 2011 – 2012 Savannah – A Southern Journey concierge dining directory*
- *Membership Luncheon – Westin Savannah Harbor Golf Resort & Spa – City of Savannah Mayoral candidate forum*
- *Membership Social – The Melting Pot*

October

- *Membership Luncheon – Hyatt Regency Savannah – City of Savannah Alderman candidate forum*
- *Membership Social – AVIA Savannah*

November

- *Completed the 2012 Savannah – A Southern Journey coffee table book – The net income for the Savannah – A Southern Journey project is more than \$66,000*
- *Gained exposure through a booth at the DBA Celebration of Service luncheon*
- *Membership Luncheon – The Pirates’ House – “Where We Are and Where We Are Going” – TLC membership forum*

December

- *Membership holiday reception with Visit Savannah – The Mulberry Inn, proceeds contributed to Low Country Down Syndrome Society*
- *TLC Board Retreat – River Street Inn*