



WORLD CANALS CONFERENCE
ROCHESTER, NEW YORK
SEPTEMBER 19 - 24, 2010
www.wccrochester.org

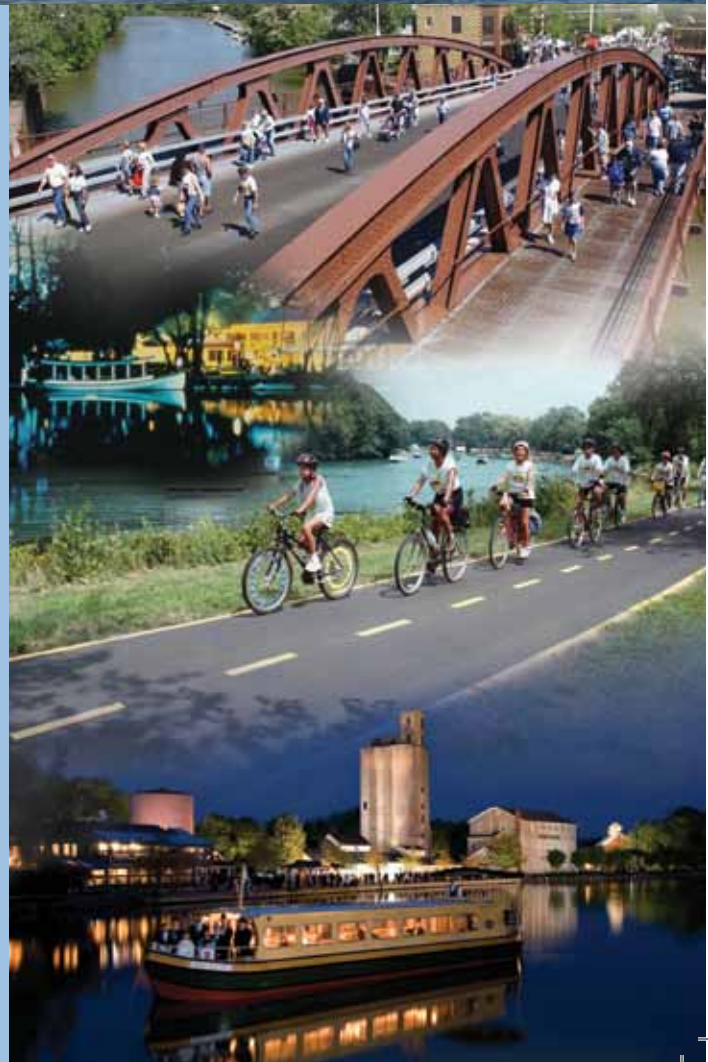
The Mary Jemison on the Erie Canal
 Photo courtesy of Narina Schulz

**Canals in the Community Setting,
 New York State and Worldwide:
 Challenges and Opportunities.**

The 23rd World Canals Conference will return to Rochester, New York September 19-24, 2010 at the Rochester Plaza Hotel. Hundreds of delegates from approximately 20 nations are expected to convene to share the best new information on community and economic development, tourism, recreation, rehabilitation and operation of canals and inland waterways.

Come enjoy, learn and be inspired at public events, presentations and study tours that highlight:

- Economic Development and Community Revitalization
- History Education and Interpretation
- Marketing, Tourism and Recreation
- Engineering, Management and Transport on Inland Waterways



Job #: RIVO-J10-00414 - FRONT

Client/Product: RIVO
 Ad Description: World Canals Conference Promotional Flyer
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Conference Schedule Highlights

Sunday, September 19

Opening Day Celebrations – Free and Open to the Public

- **Flotilla of Boats** - New York State Canal Corporation working tugboats and vessels, pleasure boats and historic vessels will converge at Cornhill Landing where many will be open to the public.
- **Flotilla Welcome Celebration: Cornhill Landing** – Vendors, food, musicians, tours of the 1846 Genesee Aqueduct, historic downtown and Cornhill neighborhood.
- **Rochester Philharmonic Orchestra (RPO) Pops Barge Concert on the Genesee River**
- **Community Event: Blue Cross Arena** – Offering displays and entertainment from communities across New York’s Canal System, authors, artists, wine tasting and more.

Monday, September 20

Plenary Sessions on:

- Exciting new canal developments in Europe and the Americas.
- Communities throughout the world that have reanimated downtown areas by uncovering and revitalizing urban waterways.
- Rewatering Rochester’s Broad Street Corridor and the 1846 Genesee Aqueduct.
- Dinner in the Ditch - Cocktail party, dinner and entertainment in the bed of the Genesee Aqueduct.

Tuesday, September 21

Shuffle Off to Buffalo

- Tour and presentations at Commercial Slip - the historic western terminus of the Erie Canal, buried for almost 90 years, now uncovered and restored. Boat tours of Buffalo’s canal, harbor and grain elevator districts.

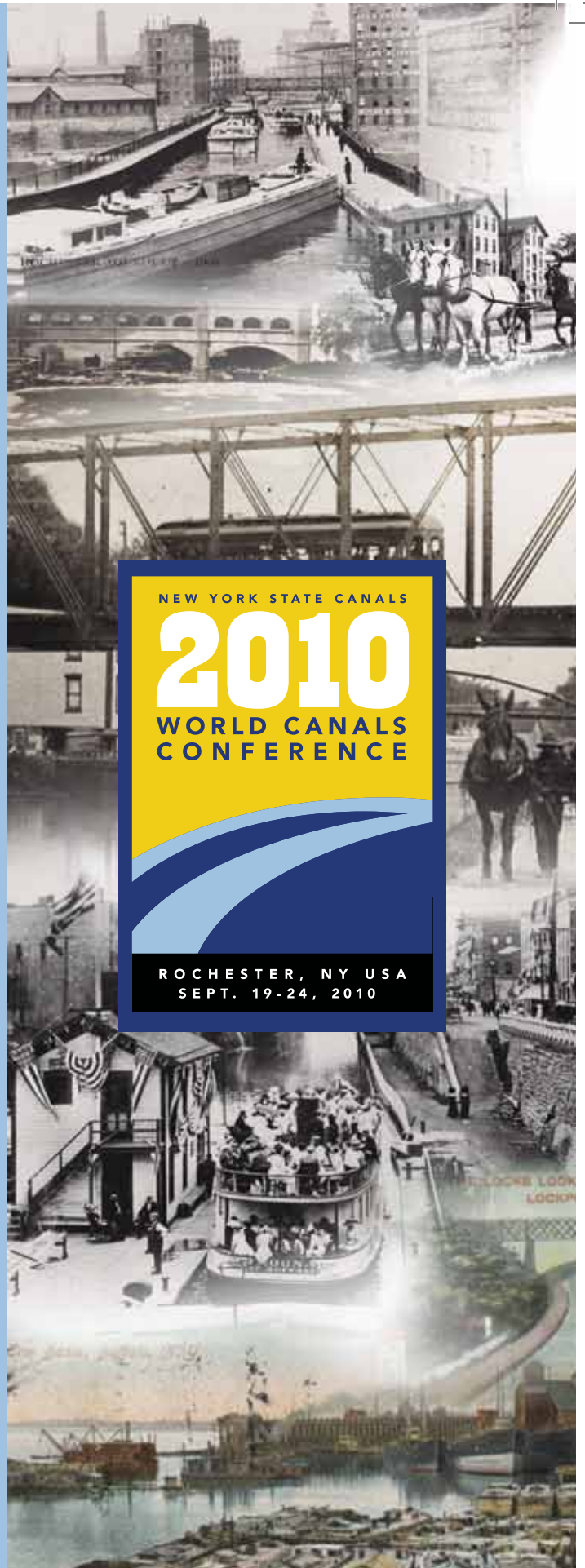
Wednesday, September 22

Thursday, September 23

Breakout Sessions focusing on:

- Economic development and community revitalization
- Engineering management, transport and sustainability
- Marketing, Tourism and Recreation
- Waterways Law
- Education and interpretation - with a training workshop for teachers who want to incorporate the natural and human history of inland waterways in school curricula and activities.

To register or learn more, visit www.wccrochester.org, email rivers@riversorg.com, or write to P.O. Box 227, East Rochester, NY USA 14445.



Presenters and Sponsors:



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