



News

For Immediate Release

October 28, 2009

23rd World Canals Conference to Return to Rochester September 19-24, 2010

Flotilla of Boats and Public Events to Kick Off Event

*Rochester, NY—October 28, 2009—*At a news conference today, officials announced that the 23rd World Canals Conference will return to Rochester, New York September 19-24, 2010 at the Rochester Plaza Hotel & Convention Center.

Hundreds of delegates from more than 20 nations are expected to convene here to discuss economic development and tourism of canals and waterways. The theme will be "Canals in the Community Setting, New York State, and Worldwide: Challenges and Opportunities."

This is the first time the World Canals Conference has ever returned to a city a second time. The 22nd World Canals Conference wrapped up a month ago, September 20-27, in Serbia. The 2011 and 2012 Conferences will be held in the Netherlands and China respectively.

"It's all about ideas," said Tom Grasso, Chair of the 2010 World Canals Conference and President of the Canal Society of New York State. "The last conference really inspired us to move forward with many projects. We have a lot to show the world. This is a golden opportunity for us to display the successes we have achieved over the past 10 years."

Fourteen countries have already confirmed they will be sending delegates including Panama, Germany, Belgium, France, Sweden, Norway, England, Scotland, Czech Republic, Serbia, Poland, China, Korea and Canada. This is the first time Panama will have attended a World Canals Conference and the second time for Poland.

Grasso added, "We are also hopeful that by the time the Conference arrives in 2010, and if funding can be secured, that the delegates can participate in breaking ground for the Erie Canal Aqueduct & Broad Street Corridor project. That would galvanize the community."

The Erie Canal Aqueduct & Broad Street Corridor project seeks to create new urban plazas east of the aqueduct, restore the historic 1842 aqueduct structure, and transform the Broad Street Corridor between Exchange and Washington Streets from a strictly vehicular corridor into a concourse of water, open space and enhanced streetscapes.

The conference will present a unique opportunity for canal and waterways enthusiasts, scholars and professionals to come together at one time and one location to showcase their canals or waterways and share best practices including protection efforts, economic development and revitalization achievements, and technical and operational challenges. The public will be invited to attend conference sessions as well as numerous other public events that will be scheduled to celebrate the region's rich waterway history and developments.

"As president of Inland Waterways International, the organization responsible for the World Canals Conference, I am very pleased the conference will be in Rochester in 2010," said Dave Ballinger. "I know this will be a first-class world canals conference due to the hard work of the professional and dynamic group of people and citizens involved with organizing this conference. Delegates and the citizens of Rochester can look forward to being part of what I am sure will be a conference to remember."

Carmella R. Mantello, Director of the New York State Canal Corporation, said, "The Canal Corporation is pleased to serve as a sponsor of the 2010 World Canals Conference and is looking forward to showcasing the New York State Canal System to our partners from around the globe. With hundreds of attendees expected and many public events planned in Rochester and Western New York, the World Canals Conference will not only provide an economic benefit to the region, but will also highlight the recreational appeal, beauty and historical significance of the Canal System."

"Rochester presents a perfect venue for the 2010 World Canals Conference," said Joe Callahan, Chair of the Erie Canalway National Heritage Corridor Commission. "Rochester's architecture, industry, and culture are testaments to the far-reaching impacts of the Erie Canal, while canal and waterfront revitalization today is a driving force for economic development in the future."

Rochester first hosted the World Canals Conference in 2000, setting an attendance record that still stands and attracting thousands of people who lined the Genesee River to watch an International Flotilla of 73 vessels.

Since then the region has witnessed magnificent waterway accomplishments including:

- New canal developments, parks and boater amenities on the Erie Canal including Cornhill Landing and Brooks Landing in Rochester, and older ones expanded in Fairport, Pittsford, and Macedon
- New developments in Brockport, Spencerport, Palmyra, and Newark
- New trip boats introduced - the Mary Jemison in Rochester and Rose Lummis in Spencerport
- New restoration schemes completed: Commercial Slip the original 1825 canal junction with Lake Erie in Buffalo and restoration of the 1841 Nine Mile Creek Aqueduct in Camillus, the first aqueduct from the old 19th century Erie Canal era to be restored in New York State
- New Federal Government involvement with the New York State Canal System, virtually unknown in 2000, now manifested with the National Park Service's Erie Canalway National Heritage Corridor
- New ideas have taken root: Restoring the Old Erie Canal to Downtown Rochester, restoring the 19th century "Flight of 5" locks at Lockport

2010 Conference Highlights and Major Public Events

The Conference is expected to draw managers and engineers of commercially viable waterways, historians, academicians, boaters, and enthusiasts, as well as those interested in canals as engines of economic revitalization and tourism.

Seminars, exhibits and study tours will focus on four tracks:

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

Official Conference events will include:

- Party in the Aqueduct - date to be announced

Events Planned for Public

In addition to conference sessions, planning is now underway for a major public opening day celebration on September 19th, featuring a series of exciting events including:

- **Flotilla of Boats** - recreating opening of Erie Canal to be held on September 19. The committee is hopeful that the Flotilla will be led by the historic, fully restored, 1921 the Day Peckinpaugh, the first motorship of its kind designed to navigate the Great Lakes and the New York State Barge Canal System. Put into service in 1921, it transported bulk cargoes between the Midwest and the port of New York. The ship has returned to the Erie Canal and is being rehabilitated and transformed into a traveling museum and classroom. The flotilla will also include various working tugs and

vessels of the New York State Canal Corporation, private marine business tug boats, trip and hire boats, and pleasure boats that will cruise north on the Erie Canal's Genesee River Arm to Cornhill Landing where the vessels will be open for inspection by the public.

- **Flotilla Welcome Celebration** - Cornhill Landing will be the staging area for vendors, food, musicians, tours of the aqueduct, and tours of the Cornhill neighborhood and downtown.
- **Rochester Philharmonic Orchestra (RPO) Pops Barge Concert** on the Genesee River
- **Exhibits** at Blue Cross Arena

The Rivers Organization, headed by Rick Rivers, has been retained as the official World Canals Conference Meeting Planner and Events Coordinator. The Rivers Organization held the same role in the 2000 World Canals Conference.

Jay Advertising has been retained to handle the event's promotion, sponsorship and advertising. Select sponsorships are available for various public events. For information, contact Greg Smith, President of Jay Advertising at (585)264-3600 or gregory.w.smith@jayadvertising.com.

Call For Papers

The World Canals Conference Planning Committee has issued a request for submittals of Abstracts for Papers from any individual with a general interest or specialty in canals and inland waterways and/or their landside use, development, and economic revitalization not to exceed 500 words. For more information see www.wccrochester.org. Abstracts are due March 1, 2010.

Registration

Online registration will be available soon. For information contact Denise McHugh at The Rivers Organization, www.riversorg.com, denise@riversorg.com or (585) 586-6906.

Presenter and Sponsors

The World Canals Conference is presented under the auspices of Inland Waterways International and sponsored by the New York State Canal Corporation, the Erie Canal Way National Heritage Corridor, the Canal Society of New York State, Monroe County, City of Rochester, Bergmann Associates, PC, and PIANC-USA.

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