

NEWS

VOLUNTEER CENTER OF BERGEN COUNTY, INC.

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Bergen LEADS Fifth Friday to Feature Noted Author and Historian Bergen County as Heritage Destination

Bergen County--A limited number of tickets are still available to attend the Bergen LEADS Fifth Friday luncheon, a powerful networking and learning event that attracts leaders from every sector in Bergen County. The event will be held on March 22, 2013 from 11:30 am to 2 pm at the Stony Hill Inn, 231 Polifly Road in Hackensack. Tickets are \$40.00 and must be purchased in advance by registering online at www.bergenleads.org.

Fifth Friday is hosted by Bergen LEADS, the premier civic leadership program for adults. The 2013 Fifth Friday series is presented by PNC Wealth Management.

Kevin Wright, noted local historian and author, will speak about making Bergen County a heritage destination, spurring tourism and positively impacting the region's economy.

"Visitors to heritage destinations do not come primarily to collect facts, but rather to experience firsthand the places where history was made, to connect emotionally as well as intellectually with a storied place from the past," says Mr. Wright. "Heritage destinations must also address the broader expectations of hospitality services ranging from clean restrooms, safe parking and inviting gift shops to quality hotel accommodations and restaurants."

Mr. Wright will speak about some of the most successful heritage destinations, particularly in Virginia's Historic Triangle, and relate that to where Bergen County stands. We have the history - do we have the hospitality?

Bergen LEADS Fifth Friday is also supported by TD Bank, Archer & Greiner PC, the Meadowlands Regional Chamber of Commerce, Synetek Solutions, (201) Magazine and The Record.

Bergen LEADS, a program of the Volunteer Center of Bergen County, is currently accepting applications for the Class of 2014, which begins meeting in September of this year. Information on the program and an online application form can be accessed at www.bergenleads.org. Candidates must complete a simple individual profile form and provide essay answers to specific questions; the application deadline is April 12. Tuition for Bergen LEADS is \$2,000 per person; scholarship assistance is available for those with financial need.

Additional sponsorships for the March 22 event are available. For more information about the Fifth Friday events, or about Bergen LEADS, call 201-489-9454 Ext. 119.