

## NEWS RELEASE

### Fuhler Featured Speaker at Ohio River Way Meeting

Winston-Salem, N.C. (July 27, 2023) — Brewster Rhoads, Ohio River Way chairman, announced that Lynn Fuhler has been selected as the featured speaker at the group's November coalition meeting. She will present *Festivals and Events: The Devil is in the Details*, as events play an integral role in rivertown economies.

During this session, Fuhler will highlight the importance of researching date selection, delegating duties to a team of volunteers, delivering on promises made to sponsors, recognizing the importance of an event website and the role it plays, unlike that of social media, and understanding the difference between a community event and one that draws visitors.

"Festivals and events are a terrific way to raise funds, create relationships and generate awareness," said Fuhler. "While festivals and events can be very time and labor-intensive, my goal is to share the things organizers can do to work smart and keep things running smoothly before, during and after an event."

Spanning 300 miles of the river between Portsmouth, OH, and West Point, KY, the Ohio River Way is a 501 (c) 3 nonprofit organization collaborating across state boundaries to enhance the river valley's natural, cultural and historical assets. Its mission is to help people find adventure, inspire care for the land and water, and boost the economies of vibrant river communities by building partnerships that promote safe, healthy outdoor recreation, education and tourism.

#### Credentials:

Lynn Fuhler grew up in a small town in Illinois and spent family vacations camping and hiking in Southern Illinois in the Shawnee National Forest. While there, they visited towns along the Ohio River - Cave-in-Rock and Old Shawneetown. The latter has fought the river's rising waters since at least the 1880s. Following the Flood of 1937, Shawneetown moved west. While researching the possibilities, she discovered the Ohio River Way and hopes it will someday extend west to include Illinois and Old Shawneetown.

Lynn Fuhler has always enjoyed the outdoors. While camping and hiking in the national forest or sailing on the U.S. Army Corps of Engineers Carlyle Lake, she saw the positive impact of outdoor recreation on rural economies. She is the author of two books on festivals and event management, available online and at major bookstores. A storyteller by nature, Lynn speaks regularly at conferences on tourism, marketing and festivals and events. Fuhler holds a travel and tourism degree from St. Louis University's Parks College. She is the president of Flying Compass, a website development and tourism marketing company.

###

Availability: Nationwide by arrangement and via telephone and Zoom

Contact: Lynn Fuhler at (336) 499-6372 or (727) 214-0726; [www.flyingcompass.com](http://www.flyingcompass.com) and [www.lynnfuhler.com](http://www.lynnfuhler.com).