

PEOPLE

Getting To Know ...

Susan F. Fremit, 2008 Lady Fairfax for the Mount Vernon District.

BY MICHAEL O'CONNELL
THE CONNECTION

Born in Canada, Susan F. Fremit has proved herself to be a good citizen of the U.S. by volunteering in the Mount Vernon community.

A resident of Lorton, Fremit served two terms as the president of the South County Federation, was a member of Supervisor Gerry Hyland's (D-Mount Vernon) 2005 Annual Plan Review Task Force and is a member of the Base Realignment and Closure Task Force. As a means of acknowledging Fremit's dedication to the South County area, Hyland named her Mount Vernon's 2008 Lady Fairfax.

Here, she shares a little bit about herself.

How long have you lived in the area?

I have lived in Lorton Station since May 2002. I moved to Lorton from Ontario, Canada in November 2001 and married my husband a month later. I became an American citizen in 2006. I have two daughters, (both still live in Canada, and two step-daughters, both living in Virginia.

Education.

I have a four-year bachelor of arts with a French major and Spanish minor and a three-year law degree (bachelor of laws, both from the University of Calgary, Alberta, Canada. I have a master of laws from George Washington University School of Law. I am licensed to practice law both in Virginia and Ontario. From 1991 to 2001, I built a successful law practice in Windsor, Ontario, defending clients

charged with a criminal offense. I am currently changing direction and seeking employment as a land-use attorney.

Hobbies, interests.

I used to be an avid squash and racquetball player, but since fracturing bones in both legs (not while playing either sport), I no longer participate in those sports. I do golf and downhill ski. I am an avid gardener and bird watcher, with hummingbirds being my favorite bird. For two years now, I have successfully attracted hummingbirds to the feeders on my deck.

Favorite local restaurant.

My favorite local restaurants are Polo Grill, Fire-side Grill and Pane e Vino.

When you were younger, what did you want to do when you grew up?

When I was younger and until I discovered that sciences were not my forte, in second year university, I wanted to be a doctor.

Community concerns.

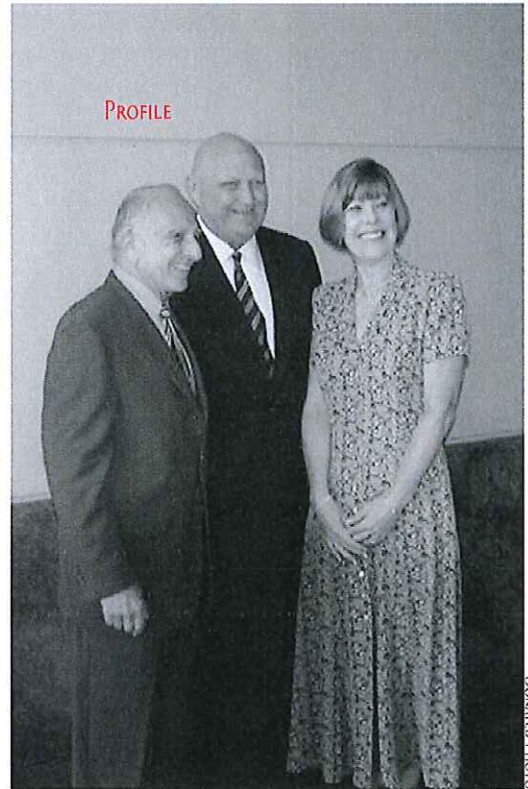
The major one for this area is the impact of the advent of BRAC-related personnel to this area, which will affect our schools and transportation systems.

What is the most important issue facing Fairfax County?

I think transportation issues, including funding/lack thereof, are the most important issue facing Fairfax County today.

How did you get involved in community activities?

Since high school, I have been very involved with every community I have lived in. I believe in using positive actions, not complaints, to bring about positive changes to a community or resolving a community problem; there is never just one change or problem to deal with. I am detail-oriented, and a high-energy organizer so community involvement is probably a natural fit for me.



Posing for a photo after the Lord and Lady Fairfax awards ceremony are, from left, Frank Cohn, 2008 Lord Fairfax for the Mount Vernon District; Supervisor Gerry Hyland (D-Mount Vernon) and Mount Vernon's Lady Fairfax, Susan F. Fremit.

ACVA Marketing To Budget Conscious Tourists

BY CHUCK HAGEE
GAZETTE

As "Staycations" gain popularity with every penny's increase in gasoline, coupled with escalating costs of just about everything else, the forecast for long distance tourism seems to drop exponentially. So what's a City like Alexandria, with so many of its financial eggs in the tourism basket, to do?

The Alexandria Convention and Visitors Association (ACVA) thinks it has found part of the answer with its newly launched marketing campaign to attract visitors to the city this summer and offset predictions of a weak travel season. Tourism spending in Alexandria contributes an estimated \$18 million in revenue to the local economy, according to ACVA.

"Alexandria's charming streets, unique shops and trendy restaurants offer a great escape for time-crunched travelers. This promotion helps visitors get away for

more fun with less cost. The promotion encourages tourism in Alexandria by helping travelers defray some of the increased transportation costs," said Stephanie Brown, president and CEO, ACVA.

This summer's promotion complements ACVA's spring marketing campaign, which doubled visits to VisitAlexandriaVA.com, and a \$180 million investment by Alexandria's tourism industry which has added new hotels and upgraded existing properties, according to Brown.

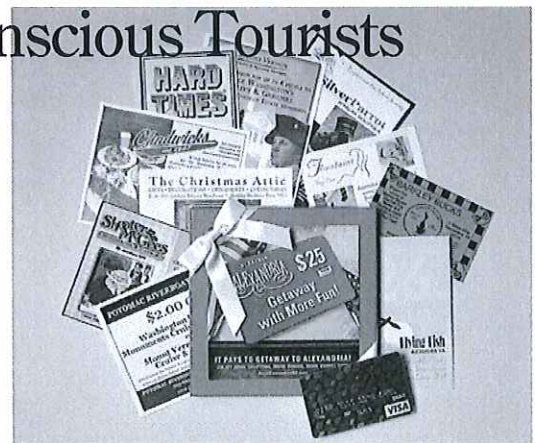
ACVA's \$150,000 summer marketing campaign, "Getaway with More Fun!," targets value-con-

scious travelers by featuring a \$25 gift card and more than \$600 in value redeemable coupons honored at attractions, restaurants and shops throughout the city. The gift card and coupons are available with every two-night stay at a participating Alexandria hotel through Labor Day weekend.

It must be booked through VisitAlexandriaVA.com. Advertisements promoting the offer appear online at the New York Times, Travelocity and Google websites and through the NY Times Great Getaway E-Blast.

The Travel Industry Association (TIA) reported a six percent increase in the Travel Price Index this past April compared to the same period a year ago. Airfares and the price of gasoline are the primary fun time grinchs. Those two factors alone have increased 10.1 percent and 21.1 percent respectively over the same period in 2007.

To further enhance Alexandria's appeal, ACVA has entered into a



Gift cards and coupons offered by ACVA to tourists.

collaboration with the online travel company Travelocity. ACVA has added Travelocity's booking engine to www.VisitAlexandriaVA.com.

This will enable potential Alexandria visitors to search for and book flights, car rentals, and hotel rooms all through the internet.

ACVA expects to be constantly adding to this new service.

"ACVA is excited to work with Travelocity in an effort to better serve visitors to the city. We believe this arrangement will add visibility to Alexandria and our many offerings and historic attractions," Brown said.