

NEXUS Niagara Update

October 2012

The Fall Edition Focuses on "Why NEXUS Matters"

This month our newsletter takes a second look at why trusted travel is so important to ensuring a safe, secure, and efficient border transit experience...Enjoy!

"I forgot my NEXUS card at home last week and had to cross the border. Let me tell you, I will never do that again. The wait wasn't overwhelming, but the ease and convenience isn't nearly the same."
-Anonymous NEXUS Member (Since 2010) submitted through nexusniagara.com

Ambassador Spotlight



We are pleased to welcome several news ambassadors into our midst this month, as the [Buffalo Bisons](#), [Buffalo Niagara Medical Campus](#), and OMHA South-Central Triple A Hockey league have all joined the campaign.

These three partnerships are a perfect fit for the NEXUS Niagara effort and each offers very different, but exciting ways to advance local binational connectivity. We all know hockey is a major reason why people travel the border; however, new healthcare offerings and a fresh affiliation between Bison Baseball and the Toronto Blue Jays should spur some additional Can-Am transit in our region.

And by the way, we are happy to report that even celebrities enjoy the NEXUS program...Check out this recent article on international recording artist Stephen Moccio (of *Canada's Got Talent* fame) and the "10 things he can't live without." Yep, you guessed it, NEXUS made his list!

The Bridge Managers Sound-Off on NEXUS

This month we interviewed Buffalo and Fort Erie Public Bridge Authority General Manager Ron Rienas and Niagara Falls Bridge Commission General Manager Lew Holloway on the benefits of NEXUS membership. Here is what they said:

"Why is NEXUS so important to the Buffalo Niagara region?"

Rienas: "The real key to reducing congestion at the Peace Bridge is to free-up space in the plaza areas by getting vehicles through the primary inspection lanes as quickly as possible. By becoming a NEXUS member, travelers are basically declaring that they are both law-abiding and pose no threat to either the United States or Canada. As a result, Customs officers are able to make much faster admissibility determinations, resulting in shorter traffic queues and far fewer delays."

Holloway: "If you add up the important seconds saved between NEXUS transactions and regular inspections over the course of an entire day, week, or year; we're talking about significant reductions in processing times and fewer border delays. And when you factor in the availability of the NEXUS only Whirlpool Bridge, there is an opportunity for trusted travelers to significantly reduce or completely eliminate wait times uncertainty from the transit equation."

Click here to access the full interviews!

NEXUS Niagara Team Presents to NYSBTA

The NEXUS team traveled to Batavia (NY) this month to take part in the 2012 New York State Business Travel Association's "Education Day" event. This gathering was an opportunity to share information with travel industry personnel regarding the benefits of NEXUS membership, as well as how to begin the enrollment process. Thanks again for hosting us! www.nysbta.org

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