

Contact:

Eric Terry, President
Virginia Restaurant Lodging & Travel Association
eric@vrlta.org | 804.288.3065

For Immediate Release

April 18, 2024

VRLTA Launches New Coastal Chapter

The Virginia Restaurant, Lodging & Travel Association has expanded the footprint of its Norfolk Chapter and rebranded it as the Coastal Chapter.

Richmond, VA – The Virginia Restaurant, Lodging & Travel Association (VRLTA) is excited to announce that they've expanded their Norfolk Chapter and are rebranding it to the [Coastal Chapter](#). This move reflects the association's growing membership in the region and gives way for more businesses to have a seat at the table.

"The expansion of and rebranding of the Norfolk Membership Chapter to the Coastal Chapter is so exciting for the entire association," **says Russ Cronberg, VRLTA Chair of the Board and Director of Hospitality for the UVA Foundation.** "Bringing together more like-minded Hospitality-centric organizations that are eager to serve one another, learn from one another, and engage with the broader commonwealth is great news for everyone in the VRLTA. We can't wait to see this area's membership engagement grow!"

The new footprint for VRLTA's Coastal Chapter includes Accomack, Chesapeake, Franklin, Hampton, Isle of Wight, Newport News, Norfolk, Northampton, Portsmouth, Suffolk, Virginia Beach, and Williamsburg. In addition, the VRLTA Coastal Chapter Board has expanded to include some of the area's key stakeholders, including:

- Martha Davenport - Executive Director, Virginia Beach Restaurant Association
- Brande Forrest-Rumpf, PDM - Partner Engagement and Projects Coordinator, Visit Virginia Beach
- Lars Friedriszik - General Manager, The Historic Cavalier Hotel
- Mary Fugere - Director, Hampton CVB
- Mike Mauch - Owner, Harvest Virginia Beach
- Teri Wiley, CMP, DES - Executive Director, Virginia Beach Hotel Association
- Judy Hare Winslow - Director, Smithfield & Isle of Wight Tourism
- John Zirkle Jr. - Corporate Director of Operations, Harmony Hospitality Inc.

"I am enthusiastic about the expansion of VRLTA's Norfolk chapter," **says Patrick Edwards, President of the VRLTA Coastal Chapter and Owner of The Stockpot.** "It further strengthens VRLTA's ability to assist the hospitality industry in the region and bolsters our collaboration and growth by bringing together some of the brightest minds in the coastal area."

VRLTA has eight chapters across the Commonwealth: Arlington-Alexandria, Blue Ridge-New River Valley, Bull Run, Charlottesville, Coastal, Fairfax-Loudon, Richmond, and Shenandoah Valley. The structure of these chapters allows members to connect with others in their area to share ideas, network, and learn. Benefits to members include quarterly chapter meetings, education opportunities, and the chance to meet local legislators.

About VRLTA:

The Virginia Restaurant Lodging and Travel Association is the unified voice of the restaurant, lodging, travel, and hospitality supplier associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information, contact us via the links below.