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Virginia Restaurant, Lodging & Travel Association Promotes Two to Senior Management Roles

FOR IMMEDIATE RELEASE – Richmond, Va. – February 11, 2020 – The Virginia Restaurant, Lodging & Travel Association (VRLTA) has promoted two to senior management roles. Jim Wilson has been promoted to Vice President of Education and Workforce Development and Brittany Wojdyla has been promoted to Senior Director of Membership and Marketing.

Jim has been with VRLTA since September 2015, heading up the education and workforce initiatives for the Association. During his tenure, ProStart, a two-year high school culinary and restaurant management program, has expanded significantly and currently serves 63 high schools and technical centers across the Commonwealth. In addition, Jim has been instrumental in the launch of the HOPES grant in partnership with the National Restaurant Association Educational Foundation and the Norfolk Public Schools Culinary grant made possible by a generous donation from restaurateur Hu Odom. “I am very proud to recognize the tremendous contributions Jim has made to VRLTA members and the hospitality industry across Virginia,” said Eric Terry, President of VRLTA. “Jim’s work has advanced hospitality education and solidified VRLTA’s role as a workforce change agent in the Commonwealth.”

Brittany joined VRLTA in September 2019 to lead the Association’s membership efforts in the central, southern and eastern regions of Virginia. During her time at VRLTA, Brittany has helped transform the organization’s communication efforts, improved membership retention, and greatly enhanced member engagement. “Brittany has quickly become a leader at VRLTA,” explained Terry. “Our members and partners have benefited greatly from her efforts in many areas, including member outreach, social media, and the overhaul of our database. In her new role, I know she will continue to build on these successes.”

VRLTA’s continued focus remains advocating for hospitality and tourism, connecting with and supporting members, and offering education and networking opportunities for the industry.

The Virginia Restaurant, Lodging & Travel Association is the unified voice of the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information on the VRLTA, visit www.vrlta.org or call 800-552-2225.

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