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Virginia Restaurant, Lodging & Travel Association Hires Jessica Pick as Chapter & Events Manager

Richmond, Va. – September 12, 2022 – The Virginia Restaurant, Lodging & Travel Association (VRLTA) announced today that as it continues to build on the organization’s strategic direction, Jessica Pick has joined the Association as Chapter and Events Manager, effective immediately. In this new role, Pick will be responsible for the management of chapter events and state-wide meetings, managing the Association’s social media platforms, and will provide assistance to all VRLTA programs and initiatives.

“Jessica will be a key component of our Association’s membership growth and strategic direction as we shape our future success,” said Brittany Wojdyla, VRLTA Vice President of Membership & Business Development. “Jessica’s positive spirit and can do attitude will undoubtedly assist VRLTA in better serving our members and community”.

Jessica joined the VRLTA team after 10+ years in the sales and events industry in the Richmond area where she executed numerous large and small scale events and managed small business social media accounts. Some of her recent accomplishments include graduating top 3 in her class in the Georgetown University’s Social Media Certification graduate program and creating content and communications for numerous state-run organizations, nonprofits, and small businesses. Throughout her time spent in Richmond, she has cultivated countless relationships throughout the restaurant and tourism industry.

“I’m honored and thrilled to join the caring and talented team at VRLTA,” Jessica said. “They have done such excellent work to advocate for an industry so near and dear to my heart, especially during these challenging times we’re still facing. I so look forward to meeting and working with our members, partners, and team to advocate for Virginia’s essential hospitality and tourism industry. I intend to add all the value I can to their fine efforts.”

VRLTA’s 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.

