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Virginia Restaurant Lodging & Travel Association Has Promoted Brittany Wojdyla to Vice President of Membership and Business Development

Richmond, Va. – The Virginia Restaurant Lodging & Travel Association (VRLTA) has promoted Brittany Wojdyla to Vice President of Membership and Business Development, effective immediately. Wojdyla is responsible for leading the Association’s membership efforts throughout Virginia, developing partner and sponsor relationships, managing events and programs, and overseeing marketing and communication strategies.

“Brittany has proven to be an indispensable team member and leader within the association,” said Eric Terry, VRLTA President. “She has built valuable relationships with our members and other constituents and has made great strides in updating and streamlining internal efficiencies. I am confident that she will continue to build on these successes and play a key role in our future efforts and accomplishments.”

Wojdyla joined VRLTA in September 2019 to lead the Association’s membership retention and acquisition. During her tenure, she has helped transform the organization’s communication efforts, improved member outreach, streamlined billing and partnerships value, and greatly enhanced member engagement. Wojdyla joined VRLTA from Sea Island Resort in coastal Georgia and has more than 10 years of hospitality, hotel and event planning experience. Prior to joining the Sea Island Company, Wojdyla worked for the Ritz-Carlton Hotel Company in Charlotte, North Carolina alongside their opening team. She received her Bachelor’s Degree in Hospitality & Food Management with a minor in Marketing from Ball State University in Muncie, Indiana.

“I look forward to continuing my work alongside our staff, members, partners and sponsors to build on our foundation and plan new initiatives that will benefit Virginia’s hospitality and tourism industry into the future,” Wojdyla said. “It is a pleasure to support the efforts of so many of the Commonwealth’s finest businesses and organizations.”

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 and 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, visit www.vrlta.org or call 800-552-2225.

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