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## **Virginia Restaurant Lodging & Travel Association Has Promoted Jenny Latina to Director of Administration and Member Success**

**Richmond, Va.** – The Virginia Restaurant Lodging & Travel Association (VRLTA) has promoted Jenny Latina to Director of Administration and Member Success, effective immediately. Latina is responsible for supporting the Association’s membership efforts throughout Virginia, managing training grants and member benefit programs for the organization, and overseeing the Association’s day to day operations.

“Jenny has been an indispensable asset to our Association’s growth and success,” said Eric Terry, VRLTA President. “Her can-do spirit and willingness to help our members and partners has proven to be invaluable. Jenny’s hands on work and passion for our extensive training offerings and member benefit programs, including ServSafe have greatly enhanced member engagement”.

Latina joined VRLTA in January 2014 to help the Association streamline its business practices, restructure its membership efforts, and gain positive recognition throughout the Commonwealth. A lifelong Richmond-area resident educated in the area, Jenny has seen first-hand how Richmond has grown from a sleepy city to one offering a great dining scene, tons of craft breweries (trying to visit them all takes up many evenings!), and so many fun and entertaining things to do.

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](http://www.vrlta.org) or call 800-552-2225.*

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