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Virginia Restaurant Lodging & Travel Association Hires Tommy Herbert as Director of Government Affairs

Richmond, Va. – The Virginia Restaurant Lodging & Travel Association (VRLTA) announced that Tommy Herbert has joined the organization as its new Director of Government Affairs. In this role, Herbert will work with members to develop legislative strategies around key industry initiatives, build relationships with lawmakers and government officials, monitor regulatory activity at the federal, state, and local levels that impacts the hospitality industry, and more.

“Advocacy is a core component of what VRLTA offers our members,” says Eric Terry, VRLTA President. “The Director of Government Affairs is critical in promoting the legislative interests of our industry, as well as providing cooperative marketing and educational opportunities to the Association. We’re thrilled about the energy and enthusiasm Tommy brings to the position, and can’t wait to see what we can accomplish in 2023 and beyond.”

Herbert brings a wealth of experience to the position, with recent positions that include Manager of Government Affairs with the Virginia Apartment Management Association, as well as Communication Manager for Government Affairs with the National Apartment Association. He also has experience working alongside several Virginia lawmakers, spending time as a legislative aide in the staffs of both Delegate Rich Anderson and Delegate Tim Hugo. Herbert graduated from George Mason University in 2014 with a Bachelor’s degree in Political and Persuasive Communication.

“I am beyond excited to join the stellar team at VRLTA in the mission of developing and promoting Virginia’s world-class restaurants, hotels, and attractions,” says Herbert. “Virginia’s hospitality industry supports thousands of jobs, and contributes greatly to our local, state, and federal economies. I am looking forward to bringing our policymakers closer together with the exceptional Virginians in our industry that make that possible.”

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

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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.