

**10-10:40 a.m. - WELCOME AND INTRODUCTION**

**Master of Ceremonies - Starlette B. Johnson**

*Virginia Tech / Rocky Mountain Chocolate Factory*

**Dr. Tiffany M. Franks**

*Averett University*

**Ken Larking**

*City of Danville*

**Marc Kaplan**

*Virginia Tech*

**Eric Terry**

*Virginia Restaurant, Lodging & Travel Association*

**10:40-11 a.m. - A MESSAGE FROM THE VRLTA**

**Jai Girard**

*Virginia Restaurant, Lodging & Travel Association*

**11-11:15 a.m. - BREAK**

**11:15 a.m.-noon - PANEL 1**

**Hospitality Workforce Challenges**

*Perspectives of the Private Sector*

**Moderator - Bob McDonald**

*Murphy Asset Management*

**Paul Cooper**

*Retro Hospitality*

**Emily Ferk**

*VIRginia International Raceway*

**Youshique Gilbert**

*Caesars Virginia*

**Alyssa Mossa**

*Texas Roadhouse/  
Darden Restaurants*

**noon-12:45 p.m. - PANEL 2**

**Successes & Challenges in Destination Development**

*Economic Development, Workforce Housing, & Hospitality / Tourism Workforce*

**Moderator - Catherine Fox**

*Eddy Alexander*

**Corrie Bobe**

*City of Danville*

**Danielle MW Fitz-Hugh**

*Richmond Region Tourism*

**Simon Jones**

*NatureScapes/Uplift Tourism*

**Lisa Meriwether**

*City of Danville*

**12:45-2:15 p.m. - LUNCH/KEYNOTE**

**Adapt or Fail**

*Best Practices for Attracting and Hiring a Modern Workforce*

**Andre Boulais**

*CNect*

**2:15-3 p.m. - PANEL 3**

**Building a Workforce Through Education**

**Moderator - Dr. Kristin Lamoureux**

*Virginia Tech*

**Jessica Dalton**

*Danville Community College*

**Thomas Perugini**

*Averett University*

**Dr. Gwyndolyn Stone**

*Danville Public Schools*

**3-3:15 p.m. - PROGRAM CLOSE/NEXT STEPS**



For more information on any of our speakers today, please scan the qr code.

Thank you to Caesars Virginia for your sponsorship support of this event.

