

**From:** Kristen Karrfalt <kristen@vrlta.org>  
**Sent:** Thursday, March 07, 2019 9:17 AM EST  
**To:** Eric Terry <eric@vrlta.org>; Stephanie Landrum <landrum@alexecon.org>; Christina Winn <cwinn@arlingtonva.us>; Andrew Vanhorn <avanhorn@jbgsmith.com>; brandy.salmon@vt.edu <brandy.salmon@vt.edu>; Fava, Andrea <afava@amazon.com>  
**CC:** Emily Cassell <ecassell@arlingtonva.us>; Victor Hoskins <vhoskins@arlingtonva.us>; Alexander Iams <aiams@arlingtonva.us>; Maria Leonzo <mleonz@arlingtonva.us>  
**Subject:** RE: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

All,

Would next Wednesday, March 13<sup>th</sup> at 9:00 AM work for a short call?

Best,

Kristen



**Kristen Karrfalt** • Director, Membership & Governmental Affairs, Northern Virginia  
(d) 703-352-1037 • (c) 704-604-0398 • (e) [kristen@vrlta.org](mailto:kristen@vrlta.org)

**Virginia Restaurant, Lodging & Travel Association**  
(o) 804-288-3065 • (f) 804-285-3093  
5101 Monument Ave., Suite 206 • Richmond, Virginia 23230  
[www.VRLTA.org](http://www.VRLTA.org)



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**From:** Kristen Karrfalt  
**Sent:** Monday, March 4, 2019 3:17 PM  
**To:** Eric Terry <eric@vrlta.org>; Stephanie Landrum <landrum@alexecon.org>; Christina Winn <Cwinn@arlingtonva.us>; Andrew Vanhorn <avanhorn@jbgsmith.com>; brandy.salmon@vt.edu; Fava, Andrea <afava@amazon.com>  
**Cc:** Emily Cassell <ecassell@arlingtonva.us>; Victor Hoskins <Vhoskins@arlingtonva.us>; Alexander Iams <Aiams@arlingtonva.us>  
**Subject:** RE: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

Good afternoon, all.

We would like to do a short conference call this week to further discuss the event format.

I have suggested a few times below:

Wednesday, March 6 – 10 AM or 4 PM  
Thursday, March 7 – 11 AM

Let us know if any of the above times work. We forward along call information after we hear back from everyone. Thank you again for helping make this a great event for VRLTA!

Best,

Kristen



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**From:** Eric Terry  
**Sent:** Thursday, February 28, 2019 5:56 AM  
**To:** Stephanie Landrum <landrum@alexecon.org>; Kristen Karrfalt <kristen@vrlta.org>; Christina Winn <Cwinn@arlingtonva.us>; Andrew Vanhorn <avanhorn@jbgsmith.com>; [brandy.salmon@vt.edu](mailto:brandy.salmon@vt.edu); Fava, Andrea <afava@amazon.com>  
**Cc:** Emily Cassell <ecassell@arlingtonva.us>; Victor Hoskins <Vhoskins@arlingtonva.us>; Alexander Iams <Aiams@arlingtonva.us>  
**Subject:** RE: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

Everyone thanks very much for the enthusiastic response. Our goal for this event is inform our hotels and restaurants both members and non-members about the future developments to make sure they know what the development opportunities will be for their business and to continue to support for the projects. I was involved in the early stages of the Exxon/Mobil campus in Houston as a hotelier and restaurant developer and recognized the importance of communications to our industries.

My thoughts are that the first portion of the event would be an overview of the developments, timelines, etc. followed by a panel discussion and Q&A from the audience.

It would be great if you have any boards or other materials that people can look at more closely to evaluate potential opportunities for their business and such. I have already had several conversations with hotel developers and restaurateurs who might want to develop something around or within the projects. These are just my thoughts and certainly welcome your ideas as to format or content as you all have much more hands on experience with this.

I am traveling this week and back in the office early next week if we could organize a call that would be great.

Eric Terry  
President  
Virginia Restaurant, Lodging & Travel Assoc.  
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Richmond, VA 23230  
804-288-3065 Ofc.  
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**From:** Stephanie Landrum [<mailto:landrum@alexecon.org>]  
**Sent:** Wednesday, February 27, 2019 11:40 PM  
**To:** Kristen Karrfalt <[kristen@vrlta.org](mailto:kristen@vrlta.org)>; Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>; Andrew Vanhorn <[avanhorn@jbgsmith.com](mailto:avanhorn@jbgsmith.com)>; [brandy.salmon@vt.edu](mailto:brandy.salmon@vt.edu); Fava, Andrea <[afava@amazon.com](mailto:afava@amazon.com)>  
**Cc:** Eric Terry <[eric@vrlta.org](mailto:eric@vrlta.org)>; Emily Cassell <[ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us)>; Victor Hoskins <[Vhoskins@arlingtonva.us](mailto:Vhoskins@arlingtonva.us)>; Alexander Iams <[Aiams@arlingtonva.us](mailto:Aiams@arlingtonva.us)>  
**Subject:** RE: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

Hi, all..

I'm happy to support the VRLTA- exciting news about the new chapter!  
Count me in- I've put a hold on my calendar.

Thanks,  
Stephanie

**STEPHANIE LANDRUM**

President & CEO  
Alexandria Economic Development Partnership

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Alexandria, VA 22314

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**From:** Kristen Karrfalt [<mailto:kristen@vrlta.org>]  
**Sent:** Wednesday, February 27, 2019 4:38 PM  
**To:** Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>; Andrew Vanhorn <[avanhorn@jbgsmith.com](mailto:avanhorn@jbgsmith.com)>; Stephanie Landrum <[landrum@alexecon.org](mailto:landrum@alexecon.org)>; [brandy.salmon@vt.edu](mailto:brandy.salmon@vt.edu); Fava, Andrea <[afava@amazon.com](mailto:afava@amazon.com)>  
**Cc:** Eric Terry <[eric@vrlta.org](mailto:eric@vrlta.org)>; Emily Cassell <[ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us)>; Victor Hoskins <[Vhoskins@arlingtonva.us](mailto:Vhoskins@arlingtonva.us)>; Alexander Iams <[Aiams@arlingtonva.us](mailto:Aiams@arlingtonva.us)>  
**Subject:** RE: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

Good afternoon all,

Christina, thank you for the introduction.

The program would be a panel discussion on what the arrival of HQ2 will mean for restaurants and hospitality community. The discussion would last

about an hour and be followed by a networking reception. It would be great to have all of you on the panel.

The attendees will be VRLTA members and future VRLTA members in Arlington and Alexandria.

The event will also serve as the kickoff event for the Arlington-Alexandria Chapter.

I'm more than happy to set up a quick call if anyone would like to chat live.

Best,

Kristen



Kristen Karrfalt • Director, Membership & Governmental Affairs, Northern Virginia  
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**From:** Christina Winn [<mailto:Cwinn@arlingtonva.us>]

**Sent:** Wednesday, February 27, 2019 1:45 PM

**To:** Andrew Vanhorn <[avanhorn@jbgsmith.com](mailto:avanhorn@jbgsmith.com)>; Stephanie Landrum <[landrum@alexecon.org](mailto:landrum@alexecon.org)>; [brandy.salmon@vt.edu](mailto:brandy.salmon@vt.edu); Fava, Andrea <[afava@amazon.com](mailto:afava@amazon.com)>

**Cc:** Kristen Karrfalt <[kristen@vrlta.org](mailto:kristen@vrlta.org)>; Eric Terry <[eric@vrlta.org](mailto:eric@vrlta.org)>; Emily Cassell <[ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us)>; Victor Hoskins <[Vhoskins@arlingtonva.us](mailto:Vhoskins@arlingtonva.us)>; Alexander Iams <[Aiams@arlingtonva.us](mailto:Aiams@arlingtonva.us)>

**Subject:** FW: Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

**Importance:** High

Stephanie, Andy, Brandy, and Andrea -

It's my pleasure to introduce you regarding an upcoming event in Crystal City that's being organized by the Virginia Restaurant, Lodging and Travel Association for its members. VRLTA's *HQ2 Hospitality and Restaurant Forum* is scheduled for Tuesday, March 26, from 3 to 5 p.m. at the Crowne Plaza National Airport, and Victor is planning to be one of the presenters.

Eric and Kristen – Andy Van Horn is with JBG Smith, Stephanie is the CEO of the Alexandria Economic Development Partnership, Brandy is in charge of the VT Innovation Campus in Alexandria, and Andrea is the Public Policy Director with Amazon. They all may be interested in participating as a speaker at your event, and/or connecting you with someone to represent their organization. This team has worked together extensively over the past year so you will be in good hands.

All – As you'll see below, we're assisting Eric (VRLTA President) and Kristen (NoVa Membership Director) in making initial speaker connections for their event.

Please let me know if and how I or Emily can help leading up to the event!

Thanks so much,  
Christina

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**From:** Emily Cassell

**Sent:** Tuesday, February 26, 2019 5:16 PM

**To:** Victor Hoskins <[Vhoskins@arlingtonva.us](mailto:Vhoskins@arlingtonva.us)>; Alexander Iams <[Aiams@arlingtonva.us](mailto:Aiams@arlingtonva.us)>; Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>

**Subject:** Assisting VRLTA with Speaker Recommendations/Intros for their HQ2 Hospitality and Restaurant Forum

**Importance:** High

Hi Victor, Alex and Christina,

Per our discussions with Eric Terry (President) and Kristen Karrfalt (NoVa Membership Director) of the Virginia Restaurant, Lodging and Travel Association (VRLTA), they would appreciate our assistance with suggested speaker names, contact information, and ideally e-introductions for their upcoming *HQ2 Hospitality and Restaurant Forum* in Crystal City. To refresh your memory, VRLTA's event will be on Tuesday, March 26, from 3 to 5 p.m. at the Crowne Plaza National Airport. At your earliest opportunity (ideally by noon tomorrow), might you please share this with appropriate contacts and copy Eric Terry ([eric@vrlta.org](mailto:eric@vrlta.org)) and Kristen Karrfalt ([kristen@vrlta.org](mailto:kristen@vrlta.org)) by way of introduction?

- Victor Hoskins (confirmed on calendar)
- Stephanie Landrum
- Crystal City BID
- Amazon
- JBG Smith

- Virginia Tech

Thanks so much for your assistance to VRLTA.

Warmest regards,  
Emily

Emily Cassell  
Director, Arlington Convention and Visitors Service  
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1100 N. Glebe Road, Suite 1500  
Arlington, VA 22201

(703) 228-0875 - office  
(800) 677-6267 - visitor information  
(877) 504-8054 - hotel and package reservations  
[www.stayarlington.com](http://www.stayarlington.com)

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