

2022 Visitor Centers Seminar

Registration Form

Monday, March 28th– Wednesday, March 30th

Berry Hill Resort & Conference Center
3105 River Rd., South Boston, VA 24592

434.517.7000

Registration Information: *(Please type or print one form per participant)*

Name _____

Title _____

Organization _____

Address _____

Phone _____ Fax _____

Email _____

Please specify any dietary needs _____

Please check if attending Pre-Event activities -Mar. 28th, 2022

Enrollment Rate: \$55.00 by March 14th

Registration fee includes: Study Tour, breakfast and lunch for March 29th and 30th , seminar and Pre- Event activities. Attendees must submit the registration form and payment **prior to March 14th** in order to be completely registered and included for meals and events.

Payment Options: No billings will be made. All payments must be received by **March 14th 2022**
Make checks payable to the "Virginia Tourism Corporation." (Fed ID# 54-1935209)

- _____ Payment enclosed
_____ Credit card payment *(Please complete information on page 2)*
_____ Payment is being processed and will be sent separately.

Please return no later than March 14th to:

Accounts Receivable
Virginia Tourism Corporation
901 E. Cary Street, 9th Floor
Richmond, VA 23219
Phone#: (804) 545-5520 Fax#: (804) 545-5501

NO REFUNDS OR CANCELLATIONS CAN BE MADE AFTER MARCH 14th



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Lodging:

On your behalf, VTC has secured a reduced lodging rate at **Berry Hill Resort & Conference Center**. This rate will be honored for room nights, March 28th-30th. Please apply the promo code **VCS22** and click “check availability” when booking online. Mention the code when booking by phone. Rates range from \$119—\$125 per night, depending on the room. ***Rates are available until February 28, 2022.***

Berry Hill Resort & Conference Center
3105 River Rd., South Boston, VA 24592
434.517.7000

- Parking is adjacent to hotel.

For VTC Office Use Only

Date Processed: _____

Registration#: _____

Credit Card Payments:

CC# _____ Exp Date: _____

Cardholder Name: _____

Billing Address: _____

Code: _____



2022 Visitor Centers Seminar

Welcome to Halifax County!

Study Tour Itinerary and Seminar Agenda :

**Masks are required (per Abbott bus policy) while riding coaches and recommended at all indoor locations **

Monday, March 28th

3:00 p.m. Early Registration (Closes at 5pm)
Virginia Tourism Welcome Center staff will be in the hotel lobby to welcome you.

5:30pm-7pm: Evening Reception at Berry Hill Resort Courtyard
Gather around the fire pit for s'mores, hors d'oeuvres, complimentary beverages, a cash bar, and lively conversation surrounded by 600-acres of stunning beauty and history.

Choice of Activity from 6:30pm-7:30pm: limited spaces available

Mixology Class: Step into the Parlour Bar at Berry Hill Resort for a bartender-led mixology class. Learn to mix up two (2) classic cocktails. You'll go home with recipe cards so that you can easily recreate them at home. Space is limited to 15 participants. Sign-up to follow.

Poolside Candlelight Yoga: Head to resort indoor pool for a magical and relaxing candlelight yoga experience. Mats and bolsters provided. Space is limited to 25 participants. Sign-up to follow.

Tuesday, March 29th 2022: Study Tour Itinerary

**Masks are required (per Abbott bus policy) while riding coaches and recommended at all indoor locations*

7:00am: Registration: Hotel Lobby

7:45am: Board buses and depart for VIR

8:30am-11:30am: Breakfast and tour of Virginia International Raceway
(breakfast sponsored by VIR)

Travel to Alton to Virginia International Raceway (VIR) for a cool adventure on a hot track. You'll find a unique combination of a racetrack, lodging, dining, skeet shooting, pistol, and rifle ranges, karting and more. We have a fun and action-packed adventure planned for the time at the track.



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Study Tour Itinerary: Tuesday, March 29th Cont'd

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11:30am: -12:30pm **Tour Downtown South Boston**

The Prizery: As the centerpiece of the historic warehouse district in downtown South Boston, **The Prizery** plays host to performers from throughout the world in the Chastain Theatre, provides space for events, and makes a wide range of classes available from music to art. We'll hear from the new executive director and tour the facility.

Crossing of the Dan historical site: On February 14, 1781, American General Nathaniel Greene achieved one of the greatest victories of the American Revolution, not in battle but by succeeding in a maneuver remembered today as "**The Crossing of the Dan.**" See where this "turning point" in the Revolutionary War took place and hear about the dramatic victory from the Halifax County Historical Society.

12:30pm-1:45pm: **Lunch at Factory Street Brewing Company**

Factory Street Brewing Company is Halifax County's newest agritourism addition. Enjoy lunch in the brewery, sample a few of their pours, tour the brewery, and hear from local leadership about the Downtown revitalization and planned development.

2pm-4:30pm: **Driving Tour Interactive Stops:**

Tobacco Heritage Trail: Tobacco Heritage Trail is a path to your outdoor recreation and relaxation. Explore the natural resources of this Southern Virginia rail-trail on horse, bicycle, or foot and journey back to the history and culture of a simpler time.

Halifax County Visitor Center: Discover what makes your heart race. Halifax County offers the heart-pounding excitement of racing, interesting local heritage and history, unique and diverse architecture, the beauty and tranquility of open spaces and a wide variety of accommodations, from BnB's to stately resorts.

Cage Sculpture Farm: Explore an amazing collection of whimsical art created by cast-off industrial materials at the **Bob Cage Sculpture Farm**

South Boston Speedway: – It's where legends were made. We'll venture to "America's Hometown Track," **South Boston Speedway** for a speed-filled afternoon adventure.



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Study Tour Itinerary: Tuesday, March 29th Cont'd

**Masks are required (per Abbott bus policy) while riding coaches and recommended at all indoor locations*

2pm-4:30 pm: **Driving Tour Cont'd**

A short drive to historic **Downtown Halifax** pointing out landmarks and sites of interest. A stop at **Banister Lake** for dessert and a brief overview of the **Southern Virginia Wild Blueway**.

5:30pm: **Springfield Distillery**

Arrive to **Springfield Distillery**. The County's artisan distillery offers bucolic surroundings and the finest cocktails. Sip a signature libation during the cocktail hour, take a tour of the distillery, or relax in the beautiful natural surroundings

7pm: **Molasses Grill**

Arrive to **Molasses Grill** in historic Downtown Halifax for a meal that will delight the palate. Enjoy beer and wine pairings during dinner.

8:30pm **Board buses and return to hotel**

Optional Adventure

9pm: **Staunton River State Park**

Staunton River State Park for an incredible dark sky experience. Halifax County is home to the state's first internationally accredited Dark Sky. See the wonders of the night sky without light pollution. Astronomers will be on hand to curate the stellar sights. This optional experience would return to Berry Hill Resort by 10 p.m.



2022 Visitor Centers Seminar

Wednesday, March 30th

**Masks recommended at all indoor locations **

SEMINAR PROGRAMMING

7:30am-8:15am Registration & Breakfast : Ballroom
(Sponsored by VTC)

8:30 a.m. Welcome & Greetings

9:00 a.m. Morning Warm-Up– Joelle Shenk

Joelle Shenk, Performer, JoELoe Productions www.joeloe productions.com

9:30 a.m. Unscripted Connections: Improv to Extend Conversations



Shane Terry, Social Media & Marketing Projects Coordinator

Wytheville CVB

Be inventive! Learn how to think in ways that are new to you. Improv philosophy has crept into corporate America with major companies such as American Express, Dupont, Google, Hilton Worldwide, PepsiCo, and many more are seeking improv training for employees; from high-ranking executives to front-line employees. Improv is being used to boost innovation and customer service, all the while sharpening your ability to instantly adjust to new situations.

10:30 a.m. BREAK

10:45a.m. Keeping Virginia Beautiful—Improving Virginia’s Natural & Scenic Environment

How can you enhance your center and preserve and support our natural resources?



1.) Keep Virginia Beautiful

KeepVirginiaBeautiful.org

Tracey Leverty, Environmental Programs Dir., [Keep Virginia Beautiful](http://KeepVirginiaBeautiful.org)



2.) Virginia Green

Virginia.org/green

Tom Griffin, Executive Director, Virginia Green



3.) Agritourism

aquinobaron.com

Janine Aquino, Agritourism & Winery Consultant



2022 Visitor Centers Seminar

Wednesday, March 30th (continued)

11:45 a.m. Break

12:00 p.m. Lunch (Sponsored by VTC)

1:00 p.m. Mid-day Shake Up

Joelle Shenk, Performer, JoELoe Productions www.joeloeproductions.com

1:30pm Customer Service— A Holistic Approach

Wally Wazan, Visitor Services Manager NC Dept of Commerce

2:30 p.m. VTC Presentations

Val Guffy, Director of Consumer & Partner Services Virginia Tourism Corp.



Certifications! - Spotlights - Newly Certified Tourist Information Centers (CTIC)

What's New in Virginia?

2:45pm: Break

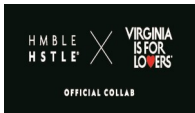
3:00 p.m. Panel Discussion: Engaging Visitors: New Stories - Emphasizing Outdoors & Inclusivity”
Moderated by Shane Terry



Tom Wilcox, Director of Engagement VA Dept of Wildlife Resources

Xavier Duckett, Founder The Humble Hustle Company

Wirt Confroy, Dir. of Business Development Virginia Tourism Corp.



4 p.m. Closing remarks & Adjournment