

**NEW SALES LEAD**

Williamsburg Tourism Council  
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23185 USA  
Phone: 757.253.2313

**Created:** 04/07/2022  
**Response Due Date:** **04/11/2022**  
**Decision Date:** 06/30/2022  
**From:** Julia Smyth-Young, Sales Director -- (757) 253-2313, [julia.smyth-young@visitwilliamsburg.com](mailto:julia.smyth-young@visitwilliamsburg.com)

**Lead ID:** **4036**  
**Organization:** School Nutrition Association  
**Market Segment:** Association  
**Meeting:** School Nutrition Assoc. VA - Annual Supervisor & Industry Conference 2023  
**Contact:** Karen Andreassen  
Senior Director, Global Accounts  
**Company:** HelmsBriscoe - Master Account  
**Address:** 1267 The Ridings

Winchester, KY 40391  
**Phone:** (859) 556-9763  
**Fax:** (859) 681-0425  
**E-Mail:** [kandreassen@helmsbriscoe.com](mailto:kandreassen@helmsbriscoe.com)

**MEETING REQUIREMENTS**

**Requested Dates:** 10/17/2023 to 10/19/2023  
**Meeting Dates:** 10/17/2023 to 10/19/2023  
**Alternate Dates:** to  
to

**ROOMS FORECAST**

**Room Attendance:** 75  
**Requested Rooms:** 107  
**Requested Peak:** 82

	Tue, 10/17/23	Wed, 10/18/23	Thu, 10/19/23	Fri, 10/20/23	Sat, 10/21/23	Sun, 10/22/23	Mon, 10/23/23
<b>Requested Rooms</b>	20	82	5				

### COMPETITION

Destinations being considered include: Williamsburg and locations in Central Virginia

### NOTES

#### Meeting Requirements:

The VA Dept of Agriculture will take care of the charges related to the Wednesday Commodity Show (Exhibits). They will need to be billed separately from the rest of the conference.

#### Schedule of Events:

See attached RFP

\*Please note Meeting Planner RFP requests an urgent response date. Visit Williamsburg requested response date of 4/11 to ensure opportunity for our destination\*

#### Comments:

The annual meeting for SNA-VA supervisors & industry partners. The meeting offers networking, education & new product information.

#### Action Requested:

Respond directly to Karen Andreassen and copy Julia Smyth-Young on correspondence.