



NEWS

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Dionne D. Williams Named Executive Director of Group Sales at The National Conference Center

Williams specializes in association and corporate sales

LEESBURG, Va., March 9, 2016—Geoff Lawson, vice president and general manager of The National Conference Center, announced that Dionne D. Williams has been named executive director of group sales, responsible for leading the association and corporate sales team for The National. Prior to her promotion, Williams was director of national sales.

“We are delighted to announce that Dionne has received this promotion to the position of executive director of group sales at The National,” stated Lawson. “Her professionalism, leadership and sales abilities are a tremendous asset to our team.” Over the past year, The National, under new ownership, has implemented highly effective and successful changes throughout the property with millions of dollars in renovations, and the development of a highly efficient sales and customer service team that has excelled in bringing some of the top companies in the nation to this unique training and meeting facility. In addition to marked additions and improvements across the board, The National also built a team challenge high and low ropes course and partnered with one of the top teambuilding companies in the country to help facilitate leadership development programs. The result has been rave reviews across the board.

“The changes in the culinary programs including farm-to-table, chef’s tables, wine dinners and special private events created just for our customers, along with the physical changes that have included beautiful dining areas, wine bar, a revamped sports bar, outdoor fire pits and other top-flight amenities have helped return The National to the forefront of the meetings and training industry,” explained Williams.

Williams joined The National Conference Center in June, 2014 immediately following the ownership change.

Prior to joining The National, Williams was corporate director of business evaluation for Gaylord Hotels. Her career in the hospitality industry spans more than 25 years with multiple major brands in capacities spanning from sales and marketing to operations.

Williams is a graduate of the University of St. Thomas in Houston, Texas with studies in political science and communication. She resides in Leesburg, Va.

More about The National Conference Center

Located in Northern Virginia 12 miles from Dulles International Airport and 35 miles from Washington, D.C., The National Conference Center is one of the largest and most comprehensive conference centers in the nation. With 917 guest rooms and over 265,000 square feet of meeting and group function space, including the West Belmont Place catering complex with its 16,552 square foot ballroom, The National has become the nation's headquarters for productive meetings and West Belmont Place the hub for Loudoun County and surrounding area social functions. West Belmont Place was named 2013 Best Venue by the International Special Events Society. The National Conference Center is also on the GSA schedule. The National is owned by NCC PS Enterprises LLC, a venture between PCCP, LLC and Stoneleigh Capital, LLC., which retained LaKota Hotels & Resorts to oversee all aspects of the day-to-day operations. For information call 800-640-2684 or visit www.conferencecenter.com.

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