



## *News Release*

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### **THE NATIONAL CONFERENCE CENTER CELEBRATES EARTH DAY** *Announces Partnership with Four Local Farms*

**Leesburg, Virginia**, April, 2018 ...For the past 20 years, The National Conference Center has been fully committed to creating and implementing policies that minimize its impact on the environment. New this year and in time to celebrate Earth Day, The National is proud to enhance its food and beverage program by partnering with four local farms. “There continues to be a demand for farm-to-table cuisine, but The National is taking things one step further and going ‘hyperlocal’ working with as many local farmers as possible to source the food,” says Executive Chef Todd Goldian.

- CEA Farms is owned and operated by Donnie Virts, whose family has farmed in Loudoun County since 1797. CEA Farms produces enough lettuces, tomatoes and greens for The National to feed 1,200 people per day. Our partnership with Virts has grown over the years and Virts says, “I hope to be able to grow my business with the help of The National to someday have a greenhouse right on The National property. That to me would be fresh beyond fresh.”
- Silcott Springs Farm, located in Purcellville, is farmed by Sam Grant. The National buys all of their pasture-raised beef and Bratwurst from Sam; and in return, The National’s kitchen staff saves all the leftover fruit and vegetable trim for Sam’s pigs. Let’s say, “We’re taking care of each other.”
- Spring House Farm and farmer Andrew Crush’s pasture-raised pork contains no hormones, no antibiotics and are GMO-Free. The National purchases hot and sweet Italian sausage and specialty pork products from Andrew.



From left to right: Donnie Virts, CEA Farms and Chef Todd Goldian, The National Conference Center

- Yohanan Farm, a small scale family farm in Purcellville, is farmed by Joel Johnson. The National purchases all its pasture-raised whole chickens (on average, 200/week). Every day, Joel moves the birds to fresh pasture for unlimited foraging and play.

The food and beverage program is just one department that supports The National’s Sustainability mission. Each year, The National participates in the Loudoun Green Business Challenge, which brings the Green Team together to collaborate on new sustainability achievements. “We’re proud to be one of the leading green conference centers and businesses in Loudoun County who are focused on advancing green meetings and events,” says Geoff Lawson, Vice President and General Manager.

In addition, The National Conference Center is a certified member of [Green Seal™](#), which is based on waste minimization, water and energy efficiency, hazardous substance handling, and an environmental purchasing policy. To learn more about The National’s Sustainability Program, [click here](#).

To continue the Earth Day Celebration, The National’s Black Olive Bar & Grill will offer wine from [Trinity Oaks Vineyard](#) for \$5/glass the month of April. Trinity Oaks’ “One Bottle, One Tree” program is a program where for every bottle of wine The National purchases, a tree will be planted.



Mary Watson-DeLauder, Chief Wine Officer, and Dustin Spenser, Black Olive Manager, will be planting their summer garden starting on Earth Day. Mary and her team will be hosting Herb and Wine tastings throughout the summer for Black Olive Club Members. To learn more about this free club membership, [click here](#).

**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 and training facility 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 and special events.



**About The Black Olive atThe National Conference Center**

Located in the heart of Leesburg, right off Rt. 7, The Black Olive is a neighborhood meeting spot with a club atmosphere. This renovated, 200-seat sports and action bar has soaring ceiling, impressive columns and several outdoor patios with fire pits. The Black Olive Club membership, created especially for the local community, offers discounts on food, wine and events. There is no fee to become a member and no monthly spending requirements. To find out more, go [online here](#) or call 703-724-5147.

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