




News Release

Contact: Denise Benoit
Benoit Marketing LLC
703-919-1589/denise@benoitmarketing.com
 @dfbenoit

The National Conference Center Announces Terence Luther Senior Sales Manager

Leesburg, Virginia, February, 2018 — [The National Conference Center](#), operated by [LaKota Hotels & Resorts](#), has been a leader in leadership and development for more than 40 years. The current management has brought new focus and expertise to the property's growing sales team, which is pleased to announce the appointment of Terence Luther as Senior Sales Manager. Terence will be responsible for a portion of the SMERF (Social, Military, Ethnic, Religious and Fraternal) market and catering sales for West Belmont Place, the event center at The National. Juan Garcia, Executive Director of Sales, made the announcement.

“We are delighted to add Terence to our highly regarded sales team,” said Garcia. “Terence’s sales and organization skills and vast experience are exceptional and will be a huge asset to our existing catering and sales team at The National.”

With experience spanning over 20 years, Terence comes to The National and West Belmont Place as a highly accomplished, skilled and dedicated sales executive in event sales and conference management. Terence’s most recent position was Senior Sales Catering Manager with Centerplate/NBSE at the Washington Convention Center in Washington, DC. His previous catering sales experience with a large convention center is a perfect match for The National Conference Center.



For more information about The National, please call Terence Luther at 703.724.5655 or email him at tluther@conferencecenter.com.

About The National Conference Center

Located on its own 65-acre campus 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 learning and training facilities in the nation. Referred to as “the cathedral of learning,” the 1 million square foot complex offers 917 guest rooms and 265,000 square feet of meeting and group function space. The National is on the U.S. Government GSA schedule and recently received the coveted “Hotel of the Year of the Year” award from the Virginia Restaurant, Lodging and Travel Association. [@TheNationalNoVa](#) [Facebook](#) [LinkedIn](#)

The National Conference Center complex includes the [West Belmont Place](#) Event Center, a catering complex that includes Northern Virginia’s largest ballroom (16,552 square feet). The hub for Loudoun County and surrounding area social and special events, West Belmont Place was named “Best Venue” by the International Special Events Society. [@WestBelmont](#) [Facebook](#) [Instagram](#)

The National Conference Center 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. # # #