



Lead With Love

NOVEMBER 20, 2025

HOW IT ALL STARTED



- 30+ years in the hospitality industry — from hotels to destination leadership.
- Worked in destinations including Richmond, Pittsburgh, Virginia Beach, Charlotte, Mobile, and Baltimore.
- Guided by a belief that tourism is about *people first*.
- Created AVH Enterprise to teach leadership to tourism leaders.
 - Our goal is to help leaders develop strategies to lead from a place of care and love.

PEOPLE ARE AT THE HEART OF HOSPITALITY



Tourism is about people, not just hotels, campaigns, or marketing.

Hospitality and welcoming are pillars of the industry; people are needed to make connections and build experiences.

OUR TEAMS ARE OUR GREATEST INVESTMENT



True leadership starts with caring for the people who make our work possible.

When we create safe, supportive workplaces, that care transfers to our teams, their families, and the greater community.

TOURISM IS ABOUT MORE THAN BUSINESS



Tourism isn't just an economic engine — it's a force for good that can transform lives and uplift neighborhoods.

When we focus on fairness, respect, and opportunity for all, we build destinations where everyone can thrive.

WHEN WE LEAD WITH LOVE
EVERYONE WINS.

