



2024 Regional Seminar / June 28

BLACKBURN INN & CONFERENCE CENTER | STAUNTON

HELP LGA SAVE THOUSANDS OF DOLLARS PER YEAR

REMEMBER - Register then Reserve!

HELP SAVE LGA THOUSANDS OF DOLLARS PER YEAR! Due to standard hotel industry policies, LGA has been faced with thousands of dollars in “attrition fees” after several conferences.

LGA contracts room blocks for our conferences to ensure we get the best price that we can. We have found that members who are eager to attend may book multiple rooms (aka “mini blocks”) for their offices before they decide who will attend. This often prematurely fills the block and excludes other members from getting the LGA-negotiated rate, and may result in members having to lodge in a different hotel. As is common in the hotel industry, the hotel will end the room block rate weeks before the conference. This becomes a problem when members cancel some of their rooms just before the conference; compounded over several offices, this causes LGA to not meet our contractual obligations and forces the association to pay the difference (the attrition fees). **THIS COSTS THE ASSOCIATION THOUSANDS OF DOLLARS A YEAR!** LGA is not able to contract around this.

BUT NEVER FEAR! You can help save the association by following these steps:

- Please only make reservations for the number of rooms you plan to actually use.
- If you try to make a reservation, but are unable to get into the block, PLEASE CONTACT CHRISTY JENKINS at christy.jenkins@easterassociates.com. Christy will manage a wait list.
- If you book a room, then do not need it, PLEASE CONTACT CHRISTY JENKINS at christy.jenkins@easterassociates.com. Christy will work with the hotel to move reservations between LGA attendees. Please do not cancel a room in the block before contacting Christy.
- If you book a room outside of the block, PLEASE CONTACT CHRISTY JENKINS at christy.jenkins@easterassociates.com. Although the LGA room rate will not be honored, Amy will work with the hotel to include your room reservation under the LGA block, which will save LGA money.
- If you have an assistant who books rooms for your office, SHARE THIS DOCUMENT and ask them to PLEASE CONTACT CHRISTY JENKINS at christy.jenkins@easterassociates.com if they have any questions.

REMEMBER, REGISTER THEN RESERVE!

When in doubt PLEASE CONTACT CHRISTY JENKINS at christy.jenkins@easterassociates.com.

LGA understands that life happens and there will always be cancellations. However, by following these simple steps you can help save the association thousands paid yearly in unnecessary fees, which can be used to provide better membership benefits to all.