

August 2, 2021

Via Email

Macel Janoschka  
President, Roanoke Bar Association  
Frith, Anderson & Peake  
29 Franklin Rd.  
Roanoke, VA 24011

Dear Macel,

I'm writing to convey my sincere personal thanks to you and the board of the Roanoke Bar Association for choosing to have RBA meetings at The Shenandoah Club again this year. The Club is honored to have the RBA back after the long pause due to the pandemic. I understand that as the board considered options for meeting locations there may have been some concern about the Club's cultural history. Please be assured that over the past several years the Club's board and management have taken, and will continue to take, concrete steps to make the Club a more welcoming and inclusive environment. Many of the changes made required a modification of By-Laws voted on by our members, which reflects the fact that the membership has embraced this direction.

The Club was founded as a hub for leaders to network, dine, and contribute to the economic vitality of the region. As you well know, western Virginia is in economic transition away from a primarily railroad and industrial base to the Health & Life Sciences sector, followed closely by autonomous systems, block chain technology, cyber security, software development, and agriculture technology.

We understand that these kinds of economic and social transformations only come along once in a lifetime, if at all. The Shenandoah Club is presented with the unique opportunity to adapt and become an integral part of the transformation. Our board sees it as a strategic asset within the Roanoke Innovation Corridor and is focused on providing the kind of thoughtful programming that will inspire economic growth and leadership.

The Club is pleased to introduce two new speaker series this fall that will showcase people who are leaders in their fields and whose ideas are making a difference in our region and beyond. These events will be open to interested groups in addition to Club members. Enclosed please find a letter outlining the series and a flyer about the first event in September.

In gratitude for RBA's decision to make the Shenandoah Club your preferred meeting location, our board cordially invites all RBA members to attend the series, whether they are Shenandoah Club members or not, at Club member prices. Marketing will begin for the events in the coming weeks. We will make information available for you to share with RBA members, both electronically and in print.

We are excited about our collective future in this region. We appreciate the work the RBA does on behalf of the legal profession and we value your patronage of the Club. Thank you again.

Sincerely,  
Cynthia Lawrence  
President, The Shenandoah Club