



## **VTLI Session IV Speakers**

### **Finance & Flourish: Mastering Financial Literacy and Team Culture**



**Ned Smither, Executive Manager, The Berkley Group**

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Ned brings a combined 40 years of experience in the Public Sector, either working directly in local government at Henrico, Hanover and Powhatan Counties or indirectly with a variety of investment banks, serving Virginia clients as senior banker on more than 100 bond issues (underwriting) and as Financial Advisor to many of Virginia's Counties and Cities. Ned joined the talented team at the Berkley Group in 2024 as Executive Manager. Ned served as Director of Finance for Henrico County and as County Administrator for Powhatan County.

Ned holds a Bachelor of Science degree from the University of Richmond and a Masters of Business Administration from the University of Richmond. Ned currently serves as Chairman of the Lewistown Commerce Center Community Development Authority (Bass Pro Project, Hanover County)



**Tiffany Gallagher, Vice President of Operations – Civitas**

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Tiffany Gallagher serves as the Vice President of Operations for Civitas, a consulting firm specializing in funding mechanisms for the tourism industry, which offers expertise and services from the perspectives of both the DMO and the lodging industry, as well as lawmakers and local governments.

With more than 25 years of experience in the tourism industry, Ms. Gallagher provides unparalleled expertise in community consensus building, tourism industry funding analysis and strategy, capital improvement funding mechanisms, special assessment district establishment, legal document drafting, legislative drafting and political strategy/support. Ms. Gallagher has shown a strong commitment to the tourism and business community, working out of Upstate New York, where she leads, initiates, and manages projects nationwide.



**Dan Roberts, Vice President Research & Strategy – VA Tourism Corporation**

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Dan Roberts is the Vice President of Research and Strategy for the Virginia Tourism Corporation (VTC). In his role, Dan leads VTC's market research, industry analytics, and overall planning and goal setting processes using data to help identify, set, and measure the organization's overall priorities. Prior to joining VTC in early 2021, Dan spent 4 years with Choice Hotels International in Rockville, MD, leading performance analytics for the company's Business Intelligence Group.

Dan first became passionate about the hospitality and tourism industries by consulting with Fortune-500 global hospitality companies in an accounting and audit capacity, which kicked off a long journey through the industry that led him to VTC. His hotel data experience includes industry and competitive analysis, data-driven site selection based on demographics and local points of interest, loyalty program fraud prevention, and overall brand opportunity identification and sizing. Dan has a degree in Economics from American University in Washington, DC.



**Wirt Confroy, Director of Business Development – Virginia Tourism Corporation**

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Wirt has been with Virginia Tourism for 23 years, partnering with Virginia communities to Maximize Their Tourism Potential – first in digital marketing and community development, now focused on filling tourism deficiencies via the Commonwealth’s Tourism Development Financing Program, Tourism Improvement Districts and Tourism Zones.

As part of VTC’s DEI efforts and an advocate for inclusive tourism, Wirt is committed to finding and highlighting new visitor experiences representing Virginia’s diverse communities of all abilities, cultures and orientations. This includes Virginia is for Lovers LGBTQ+ partnerships and marketing.

Prior to VTC, Wirt cut his tourism teeth at the Martin Agency for eight years on the U. S. Virginia Islands account. A Halifax County, VA native, Wirt loves Virginia whiskey, local bands and American Sign Language.



**John A. Zinn, III, Executive Director of Professional Development Institute – University of Lynchburg**

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John Zinn is the founding Executive Director of the University of Lynchburg’s Professional Development Institute, where he leads efforts to deliver programming in the areas of professional development, personal enrichment, and lifelong learning. With more than 20 years of experience in enrollment management, instructional design, and curriculum development, John previously served in leadership positions at the University of

Richmond's School of Professional and Continuing Studies and has taught economics for more than 30 years.

He holds degrees in economics from Virginia Commonwealth University and certifications in instructional design and GIS, with a strong commitment to equity, innovation, and learner-centered education.



**Jack Berry, Retired President – Richmond Region Tourism**  
**[jberry@greaterichmondcc.com](mailto:jberry@greaterichmondcc.com)**

Jack Berry was raised outside of Chicago. He graduated from Georgetown University in 1974, and in 1975, moved to Salisbury, Maryland to work for the Independent Players Association. Its Executive Director, the late Bill Riordan, managed Jimmy Connors, and Ilie Nastase, and promoted an indoor men's professional tennis circuit.

In 1979, Norfolk SCOPE hired Berry as the Promotion and Sales Manager of the multi-purpose facility. He moved to Richmond, Virginia in 1988 to become Director of Marketing & Sales for the Richmond Centre for Conventions & Exhibitions. The City promoted him to General Manager in 1990. In December 1992 he was named President & CEO of the Richmond Metropolitan Convention & Visitors Bureau – today known as Richmond Region Tourism.

Berry is a member of the Richmond Strikers Soccer Club Board of Directors, James River Advisory Committee, Virginia Capital Trail Foundation Board of Directors (Treasurer), Virginia Green Board of Directors (Chairman), Henricus Foundation Board of Directors, Metropolitan Richmond Crime Stoppers Board of Directors, St. John's Church Foundation Leadership Council and Venture Richmond Service District Committee

His wife, Lynn, is a Norfolk native. They have three adult children, John, III, Elizabeth and Rachel. *Jack retired this year following 31 years of dedicated service to the Richmond Region and is the recipient of several local and regional awards for his commitment to the community.*



**Jessica Macalino, President - Riverside Hospital Smithfield/IOW**  
**[Jessica.Macalino@rivhs.com](mailto:Jessica.Macalino@rivhs.com)**

**Jessica Macalino, MSHA, FACHE**, is the President of Riverside Smithfield Hospital in Smithfield, Virginia, where she leads the construction and oversees the strategic, operational, and clinical development of a new inpatient acute care facility.

Prior to this role, Jessica served as Associate Vice President of Operations at Riverside Regional Medical Center in Newport News, Virginia, and held various leadership roles within the Cardiovascular, Pulmonary, and Critical Care service lines at both Riverside Health System and Sentara Healthcare.

With over 13 years of experience, Jessica has built a strong track record in strategic and programmatic development, process improvement, operational excellence, and provider engagement.

She holds a bachelor's degree in psychology from the University of Alaska Fairbanks and a master's degree in health administration from Virginia Commonwealth University (VCU). She is passionate about aligning strategic priorities with community needs and is deeply committed to mentoring and developing future healthcare leaders.

Jessica is a Fellow of the American College of Healthcare Executives (ACHE), where she also serves on the Board of Directors for the local chapter. She is actively involved in her community, serving on the boards of the Isle of Wight County Chamber of Commerce and the Luter Family YMCA. In 2022, she was honored as VCU Health Administration's Young Professional of the Year for her innovative leadership and community contributions.

A Hampton Roads native, Jessica resides in Smithfield, Virginia, with her husband and their three sons.



**Dave Hare, President – Towne Bank Chesapeake**  
**David.Hare@townebank.net**

After graduating Magna Cum Laude from James Madison University, Dave began his banking career as a management trainee with First & Merchants Bank in Richmond, VA. After working for several banks – large and small – and relocating to Hampton Roads, he joined TowneBank in 2003 and is currently serving as the Chesapeake Region President. Throughout his more than 40 years in banking, Dave has held a variety of front-line leadership roles.

He has also served 14 years as an elected official on the Smithfield Town Council, the last three of which as Mayor.

Dave resides in Smithfield with his wife, Mary, and is the proud parent of two grown daughters and one granddaughter.