



## **What's in a Name?**

### **The New Roanoke Lynchburg Regional Apartment Council knows that a name is everything.**

Over the past two years, the chapter formerly known as RVAA has been recruiting membership and expanding our chapter into the Lynchburg area. In 2015, there was a total Owner/Manager membership of fifty-five. We close 2016 with a total of seventy-three members. The Roanoke area experienced a 14% increase, while other localities increased by 60%, and the Lynchburg area increased by an astounding 90%. One of our committee's goals at the start of this year was to re-brand our local chapter so that it better represents, and includes, the other areas in our territory. After much consideration, we have successfully fulfilled that goal. A lot of thought and time went into choosing the right name and logo to represent our chapter's members. I am pleased to announce that as of November 18, 2016, our chapter will now be known as the Roanoke Lynchburg Regional Apartment Council (RLRAC).

Due to the challenging geographical differences within our territory, choosing a name was quite difficult. The committee agreed that a regional approach would reflect the best representation; therefore, we determined that the Roanoke Lynchburg Regional Apartment Council was the best fit overall. When developing our new logo we wanted to honor the history of RVAA, which has always used a star in their logo, representing the famous Roanoke Star. We then incorporated the railroad tracks as it links both cities and has been a notable footprint in their histories. The blue in the logo represents the official colors of Roanoke and the maroon represents the official colors of Lynchburg. We hope that everyone is as pleased with our re-branding and the continued success of this VAMA Chapter!