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The Speech and Language Center Announces Expansion, Relocation into Downtown Harrisonburg

Former Jenzabar Building to house approximately 50 employees and serve up to 100 families per day

HARRISONBURG, Va. – A beloved and trusted regional therapy center will soon be supporting area families from a new location in Downtown Harrisonburg.

The Speech and Language Center (SLC) started in 2007 with one therapist, Lora Nalberczinski, in a small orange office under a health food store. Back then, Nalberczinski had one goal: to meet the growing therapy needs of families in the greater Harrisonburg region. SLC grew into three locations – two in Rockingham County and one in Loudoun County – serving families across Virginia with care that is thoughtful, inclusive and grounded in what works. Now, SLC plans to consolidate its two Rockingham facilities into 181 S. Liberty St. in Downtown Harrisonburg by summer 2026. Nesselrodt Construction will provide interior renovations beginning in January.



“This expansion represents a full-circle moment for our team,” SLC Founder Lora Nalberczinski said. “We began as a small local practice with a big commitment to families and relocating to Downtown Harrisonburg allows us to grow while staying deeply connected to the community that helped build us. Bringing our team together under one roof will strengthen collaboration and ultimately allow us to better serve children and families across the Shenandoah Valley.”

SLC’s therapy services offered at the new facility will include applied behavior analysis, speech, occupational and feeding therapies. They plan to add mental health services, as well. It is anticipated that 30 to 50 SLC employees will be on site serving the needs of up to 100 Shenandoah Valley families each day. Consolidating Valley operations into one Harrisonburg location will generate increased efficiency for SLC and will enable the staff to create stronger team bonds. Current space constraints have forced several SLC employees to work remotely, so this expansion is welcome news to SLC team members.

“The City of Harrisonburg is very excited to welcome The Speech and Language Center into Downtown Harrisonburg,” Harrisonburg Economic Development Director Brian Shull said. “I had the pleasure of meeting Lora when she started her business 18 years ago. Her team has helped so many Shenandoah Valley families over the years. I am thrilled that Harrisonburg can partner with SLC as it enters its next growth phase.”

Harrisonburg Economic Development (www.harrisonburgdevelopment.com), in addition to Harrisonburg Downtown Renaissance (HDR) (www.downtownharrisonburg.org), assisted SLC in its expansion process. The new South Liberty Street clinic will bring added services to people who live, work and visit Harrisonburg’s Downtown.

“HDR is thrilled to welcome this business and its employees into the Downtown community, and we have already been brainstorming ways to partner together on our low-sensory festival programming and additional ways to support the families they serve,” Harrisonburg Downtown Renaissance Executive Director added Andrea Dono.

Find more information about SLC at the center’s website, www.thespeechandlanguagecenter.com.

***The City of Harrisonburg** is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 56,879 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.*

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