

Standing Committees 2018



West End Business Association

www.alexandriaweba.com

Leading Alexandria's West End as a Preferred Purchasing Destination

WEBA STANDING COMMITTEES - 2018			
Standing Committee	Purpose	Chair Vice Chair	Contact
Executive	<ul style="list-style-type: none"> ☐ Comprised of WEBA officers ☐ Advises Board on management matters 	Indre Bauza	indre@supportingstrategies.com
Programs	<ul style="list-style-type: none"> ☐ Business at Breakfast workshops ☐ Learning at Lunch workshops ☐ Happy Hours ☐ Spring for Alexandria ☐ Special events 	Joyce Jones Maureen Pendergast	joyce.jones@cbmove.com
Finance	<ul style="list-style-type: none"> ☐ Monitor WEBA financial condition and reports ☐ Advise Board on financial strategies 	Jason Rodriquez	jason.rodriquez@hilton.com
Government Relations	<ul style="list-style-type: none"> ☐ Monitor and report on (mostly City) governmental practices and activities affecting WEBA members ☐ Periodically attend meetings/hearings 	Sandy Model	smodell@comcast.net
Communications	<ul style="list-style-type: none"> ☐ Publish periodic e-newsletters and 	Anna Davalos	anna@alejomedia.com

	other significant communications		
Marketing	<ul style="list-style-type: none"> ☐ Create and/or manage all marketing collateral and messages ☐ Devise new outreach initiatives that increase WEBA's presence ☐ Monitor the success of current marketing effort 	<p>Gresham Harkless</p> <p>Anna Davalos</p>	<p>gresham@b16m.com</p> <p>anna@alejomedia.com</p>
Membership	<ul style="list-style-type: none"> ☐ Strategies to attract, increase, and retain Members 	<p>Enola Thaboun</p> <p>Ariel H Goldchain</p>	<p>ethaboun@andrewsfcu.org</p> <p>agoldchain@ft.NewYorkLife.com</p>
Sponsorships	<ul style="list-style-type: none"> ☐ Strategies to attract, increase, and retain sponsors 	<p>Jason Rodriguez</p> <p>Abel Girmay</p>	<p>Jason.Rodriguez@hilton.com</p> <p>agirmay@mtb.com</p>
Nominations	<ul style="list-style-type: none"> ☐ Identify and vet Board candidates for subsequent year ☐ Identify and vet Officer candidates for subsequent year 	<p>Enola Thaboun</p> <p>Indre Bauza</p>	
Signature Event	<ul style="list-style-type: none"> ☐ Develop, plan, and execute a major event that draws attendees to the West End 	<p>Joyce Jones</p>	

Contributions	<input type="checkbox"/> Advise Board on external financial support strategies	Indre Bauza	
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