

Standing Committees 2017



West End Business Association

www.alexandriaweba.com

Leading Alexandria's West End as a Preferred Purchasing Destination

WEBA STANDING COMMITTEES - 2017			
Standing Committee	Purpose	Chair Vice Chair	Contact
Executive	<ul style="list-style-type: none"> • Comprised of WEBA officers • Advises Board on management matters 	Stu Howard Ware & Associates/LegalShield	Stuih1@yahoo.com
Programs	<ul style="list-style-type: none"> • Business at Breakfast workshops • Learning at Lunch workshops • Happy Hours • Spring for Alexandria • Special events 	Maureen Pendergast Comfort Inn & Suites Alexandria Paula Flagg Paula Flagg Homes	mpendergast@ctwohotels.com
Finance	<ul style="list-style-type: none"> • Monitor WEBA financial condition and reports • Advise Board on financial strategies 	Tonya Chappell Burke & Herbert Bank Indre Bauza Supporting Strategies NOVA	indre@supportingstrategies.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 	Marcus Henderson NOVA Alexandria	mhenderson@nvcc.edu
Communications	<ul style="list-style-type: none"> • Publish periodic e-newsletters and 	Joyce Jones BHHS-PenFed Realty	

	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 	Joyce Jones BHHS-PenFed Realty	
Membership	<ul style="list-style-type: none"> • Strategies to attract, increase, and retain Members 	Indre Bauza Supporting Strategies NOVA Joel Bernstein ECCA Payroll/Benefit Providers	
Sponsorships	<ul style="list-style-type: none"> • Strategies to attract, increase, and retain sponsors 	Evelyn DeLottinville United Bank	
Nominations	<ul style="list-style-type: none"> • Identify and vet Board candidates for subsequent year • Identify and vet Officer candidates for subsequent year 	Indre Bauza Supporting Strategies NOVA Stu Howard Ware & Associates LegalShield	
Signature Event	<ul style="list-style-type: none"> • Develop, plan, and execute a major event that draws attendees to the West End 	Evelyn DeLottinville Susanne Waltemyer	

Contributions

- Advise Board on external financial support strategies

Susanne Waltemyer
Heartland Payment Systems