

## **MEDIA CONTACT**

VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION

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## **Verde Valley Regional Economic Organization (VVREO) Elects New Leadership for 2016**

The Verde Valley Regional Economic Organization (VVREO) recently elected its new board of directors and executive leadership team for 2016. Jennifer Wesselhoff, President/CEO, of the Sedona Chamber of Commerce & Tourism Bureau will serve as the Chairman of the Board; Dr. Penny Wills, President of Yavapai College was elected to serve as Vice Chairman; Ray Selna, Broker/Owner of Selna Realty will serve as Secretary; Jodie Filardo, Community and Economic Development for the Town of Clarkdale will continue her service as Treasurer; and Bill Jump of Out of Africa, will serve as Immediate Past Chairman.

Congratulations to the following community leaders who were newly seated to serve on the Board of Directors: Justin Clifton, City Manager, City of Sedona; Kelly Patton, Senior Economic Development Consultant for Arizona Public Service; Rick Peterson, Vice President of Support Services for Northern Arizona Healthcare; Robyn Prud'homme-Bauer of Alcora Bath & Kitchen; Luke Sefton, P.E., C.F.M. of Sefton Engineering Consultants; and Lana Tolleson, President/CEO of the Cottonwood Chamber of Commerce.

VVREO is a non-profit organization, founded in 2007, focused on fostering a spirit of cooperation and planned growth, in order to facilitate a sustainable local economy and quality lifestyle for all in the Verde Valley. VVREO's mission is to provide access to resources for regional business creation, attraction, retention and expansion.

Programs slated for the upcoming year include launch of a newly designed and upgraded website, [www.VVREO.net](http://www.VVREO.net) (coming soon), email newsletter distribution, research projects and an economic development annual symposium.

"VVREO focuses on regional economic wealth development and stands for stewardship, sense of place and quality of life for our residents. I'm very proud to serve in a leadership capacity on this board," says Jennifer Wesselhoff. "In the next several years, we will have an opportunity to better position the region in terms of economic development and diversification. VVREO will work hard to provide the tools, including expanding the revolving loan fund for small businesses, and provide data-driven resources to advocate for business development in the entire region. I'm honored to serve with such a talented and dedicated group of professionals."

The new members above join an outstanding team of leaders in our region including:

Mary A. Chicoine, Principal, Momentum Catalysts

Casey Rooney, Economic Development, City of Cottonwood

Jamie Fullmer, Blue Stone Strategy Group

Steve Goetting, The Horn

Andy Groseta, Groseta Ranches LLC

Greg Kornrumph, Principal Analyst, Salt River Project

Rick Peterson, Northern Arizona Healthcare Vice President Support Services

Philip Terbell, Associate Broker, Century 21

Alexandria Wright, Director Regional Economic Development Center, Yavapai College

A special thank you to those board members who served VVREO in the last year:  
Steve Ayers, Economic Development Director, Town of Camp Verde; Ron Epperson, Intellectual Energy LLC; Tom Pitts, Camp Verde Chamber of Commerce; Buddy Rocha, Jr; Economic Development Director, Yavapai-Apache Nation; and Matt Meierbachtol, Manager, Business & Community Relations, APS

To learn more about economic development, please attend the VVREO Expanded Session on Friday, February 12 from 10:00 a.m. – 12:00 p.m. located at Yavapai College in Clarkdale, Room M 137. This is a great opportunity for the public to learn more about the regional efforts for economic development in 2016.

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