



**MEDIA CONTACT**  
VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION  
Mary Chicoine, Administrator  
Tel: (928) 300-1640  
Email: [administration@vvreo.com](mailto:administration@vvreo.com)

## **Verde Valley Regional Economic Organization (VVREO) Elects New Leadership for 2017**

The Verde Valley Regional Economic Organization (VVREO) recently elected its new board of directors and executive leadership team for 2017. Jennifer Wesselhoff, President/CEO, of the Sedona Chamber of Commerce & Tourism Bureau will serve as the Chairman of the Board; Ray Selna, Broker/Owner of Selna Realty will serve as Vice Chairman; Dr. Penny Wills, President of Yavapai College was elected to serve as Secretary; and Jodie Filardo, Community and Economic Development for the Town of Clarkdale will continue her service as Treasurer.

Congratulations to the following community leaders who were newly seated to serve on the Board of Directors: Barbara Firminger, Chief Administrative Officer, Verde Valley Medical Center and Executive Vice President, Northern Arizona Healthcare; Michael (Mike) Givler, Partner B2B CFO; Andrea Houchard, Director, Arizona Hospitality Research and Resource Center, Northern Arizona University; Buddy Rocha, Jr, EDA Director, Yavapai-Apache Nation; Ralph Roney; Gary W. Wagner, President & CEO, Rainbow Acres.

"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. In order to accomplish this, VVREO is launching a long range strategic planning process with the generous support of APS. 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 who bring a wealth of knowledge and experience to the Board. They are identified on the VVREO website at [VVREO.com](http://VVREO.com).

A special thank you to those board members who served VVREO in the last year: Jamie Fullmer, Blue Stone Strategy Group and Bill Jump, Out of Africa Wildlife Park.

To learn more about economic development, please attend the VVREO Public Meeting on Friday, March 3, 2017 from 9:00 a.m. – 11:00 a.m. located at the Cottonwood Recreation Center. This is a great opportunity for the public to learn more about the regional efforts for economic development in 2017.

###