



Mary Ball Washington Regional Council

GO Virginia Region 6

www.govirginia6.org

Region 6 Nominating Committee Meeting

Tuesday, June 23, 2020

11:30am – 12:00pm

Virtual Meeting

Please Join the Meeting Here: <https://global.gotomeeting.com/join/501357285>

To Join by Phone: (571) 317-3129 Access Code: 501-357-285

AGENDA

Call to Order	Jennifer Morgan
Roll Call	Jennifer Morgan
Public Comment	Jennifer Morgan
Consent Agenda (ACTION ITEM) February 10, 2020 Meeting Minutes Approval	Jennifer Morgan
Nomination of New Executive Committee Member (ACTION ITEM)	Jennifer Morgan
Membership Application Discussion & Determinations (ACTION ITEM)	Jennifer Morgan
Adjournment	Jennifer Morgan



**MINUTES OF THE MEETING OF THE
MARY BALL WASHINGTON REGIONAL COUNCIL
NOMINATING COMMITTEE**

February 10, 2020
Rappahannock Community College
Glenns, Virginia

MEMBERS PRESENT AND VOTING: Kim McClellan, John Wells

MEMBERS ABSENT: None

OTHERS IN ATTENDANCE: John Anzivino, Rob Quartel

STAFF: GWRC – Kate Gibson

CALL TO ORDER

Ms. Gibson called the meeting to order at 10:30 am with a quorum present.

October 7, 2019 MEETING MINUTES APPROVAL

Ms. McClellan moved to approve the October 7, 2019 Meeting Minutes, and Dr. Wells seconded the motion. The motion passed unanimously.

COUNCIL MEMBERSHIP CHANGES DISCUSSION

The Nominating Committee reviewed new member applications from Mr. John Anzivino, Mr. Rob Quartel, and Mr. Evan Van Leeuwen. The Committee agreed that Mr. Anzivino, Mr. Quartel, and Mr. Van Leeuwen were strong candidates. Ms. McClellan asked if adding the new members were in compliance with Council Bylaws and Ms. Gibson stated the Bylaws allow 15-25 members and that two of the three were private sector, adding the three were in compliance. Ms. McClellan moved to make the following recommendation to the Regional Council:

- Recommend approval to the Council the appointment of Mr. John Anzivino, Mr. Rob Quartel, and Mr. Evan Van Leeuwen to the GO Virginia Region 6 Council.

Dr. Wells seconded the motion. The motion passed unanimously.

ADJOURNMENT

Being no further business, the meeting was adjourned at 10:55 am.

Jennifer Morgan, Economic Development Coordinator
George Washington Regional Commission



Mary Ball Washington Regional Council New Member Application

Name: Jan Erkert, APR

Company/Agency: Spangler Erkert and Associates

Position: Managing Partner

Company/Agency Address:

Preferred Telephone: Work Home Cell

Preferred E-mail

Description of Qualifications/Skills

(Please provide a brief description of why you are interested in serving on the Regional Council; you may include a statement as to what skills, education, knowledge, etc. you feel may contribute to the Council's work.)

I have been a supporter of local and regional economic development efforts for over 35 years. Professionally, I have created multiple economic development and tourism campaigns for local jurisdictions and the Fredericksburg Regional Alliance. I understand how and why businesses would choose to expand or relocate to Virginia, particularly this region. Personally, I have also been active in the Fredericksburg Regional Chamber of Commerce for almost 40 years. I served on its board for many years and led numerous Chamber economic development initiatives.

Please refer to my capabilities and experience document for more details.



Spangler Erkert & Associates are problem solvers, using proven communication tools to achieve each client's marketing goals. Established in 1986, Spangler Erkert is a partnership of highly experienced and creative advertising and public relations professionals who have worked within a wide variety of industries. Its niche markets, spanning numerous states, include: economic development, tourism, grass roots public issue & political campaigns, real estate (residential and commercial), education, healthcare, non-profits, defense, business to business, retail and more.

The scope of Spangler Erkert's work experience includes:

- Public relations planning and programming
- Marketing, advertising & communication plans and implementation
- Print advertising (newspaper, magazine and brochures);
- Media planning and placement, including traditional and digital/social media;
- Brand development & logo design;
- Newsletters; brochures, posters;
- Radio and television advertising;
- Website design and development management;
- Web hosting;
- Digital advertising;
- Video and photography project management;
- Displays (point-of-purchase, trade show, promotional);
- Direct mail and customized mailing services;
- PowerPoint presentations;
- Special events and grand openings;
- Voter and public issue campaigns;
- Social media content creation and management;
- Public private partnership facilitation.

In addition, Spangler Erkert have developed economic development marketing plans and materials for the Fredericksburg Regional Alliance, Stafford, Spotsylvania, King George and Caroline Counties; the City of Fredericksburg and the George Washington Regional Commission. We are currently the prime contractor for GWRC's public outreach related to regional transportation projects.

We have created tourism marketing materials for Stafford, Spotsylvania and Caroline Counties, as well as the City of Fredericksburg. We have also created and implemented grass roots marketing campaigns for non-profits and the George Washington Regional Commission.

We have also worked on advocacy and public relations projects for international solar industry clients, including First Solar.

Spangler Erkert's work for clients and community involvement has garnered numerous honors over the years. These are important because they demonstrate a strong leadership network that will be invaluable in creating and implementing marketing strategies.

- Business of the Year, Fredericksburg Regional Chamber of Commerce
- Associate of the Year, Fredericksburg Area Builders Association
- Goodwill Award for Corporate Philanthropy, Fredericksburg Regional Chamber of Commerce
- Women of Distinction Award (Jan), Commonwealth Council of Girl Scouts
- Best Print Advertising in Newspapers and Magazines, Best Website; Best Direct Mail, Best Newspaper Insert—MAME Awards, Fredericksburg Area Builders Association
- Superior Award, Brochures Category, National Association of County Information Officers
- Award of Excellence, Tourism Marketing, Southern Economic Development Council
- National Association of Home Builders, Best of 50+ Housing Awards, Silver Achievement Award for Print Advertisement
- Best Low Budget PR Campaign, Public Relations Society of America, Virginia Chapter
- Winner, Direct Mail Pieces, "Destinations" Magazine

Spangler Erkert and Associates, LLC is a Limited Liability Corporation and is a SWaM-Certified Virginia Business.

About Jan Erkert

Jan Erkert is an experienced communications and advertising strategist. She is an accredited public relations practitioner and a member of the Counselor's Academy of the Public Relations Society of America. This is the profession's highest level of accreditation.

Jan Erkert currently serves as a community leader with the following organizations:

- FREDericksburg Regional Transit, Advisory Board
- Fredericksburg Regional Chamber of Commerce, Chamber Enterprises Board
- Micah Ecumenical Ministries, Board of Directors

Jan Erkert's past community service gives her intimate knowledge about regional life. It includes:

- Germanna Community College, Board of Directors, board member and board chairman.
- Fredericksburg Planning Commission, member 9 years; chair 5 years.

- Mary Washington Healthcare, Board of Trustees, executive committee
- Stafford Hospital, Board of Trustees, executive committee
- Fredericksburg Regional Chamber of Commerce, Board of Directors
- Rappahannock United Way 2005 Campaign Co-Chairman; Communication Committee Chair
- Community Foundation of the Rappahannock Region, Board of Governors
- Germanna Community College Foundation, Board of Directors
- Public Education Trust, Board of Directors
- Mayfield Community Center, Construction Committee
- Virginia Lung Association, Communications Committee Chairman
- University of Mary Washington, College of Graduate and Professional Studies, Advisory Council
- Superintendent's Advisory Council, Fredericksburg Public Schools
- Rappahannock Rotary
- Historic Fredericksburg Foundation, Inc. (HFFI), Board of Directors
- Junior Board of Fredericksburg
- Greater Fredericksburg Area Young Life, Parents Committee
- Lynchburg College Parents Council, Chairman
- Fredericksburg YMCA, Board of Directors



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Mary Ball Washington Regional Council New Member Application

Name: Linda Worrell _____

Company/Agency: Worrell Management Group _____

Position: CEO _____

Company/Agency Address: _____

Preferred Telephone: Work Home XX Cell

Preferred E-mail address: _____

Description of Qualifications/Skills

(Please provide a brief description of why you are interested in serving on the Regional Council; you may include a statement as to what skills, education, knowledge, etc. you feel may contribute to the Council's work.)

Having been a business person in the Fredericksburg Region since 1977, I have been involved in economic development and community building for a good portion of my career. My experience has given me the knowledge of our region's needs in economic development, workforce training, and strengthening capacity within both the public and private sectors. My experience in regional collaboration has deepened my strong passion for our community and its great potential. Through GO Virginia, I also see the same wisdom of working with other organizations, individuals and communities to expand our opportunities and capabilities for the betterment of the region and the Commonwealth.

It is a very interesting time for all of us and we will need to find new ways to strengthen communities, solve problems, and provide needed services. The GO Virginia Regional Six Council has the opportunity to encourage innovation, support regional collaboration, and foster growth and job creation. With my experience and passion, I would like to join the Council and continue to help lead our region toward its full potential.

Linda Worrell is CEO of Worrell Management Group, a business development and strategic planning firm serving clients throughout the Mid-Atlantic. Regional and local clients that she has served include SIEHT, a Falkenberg Eye & Laser Center, University of Mary Washington, Spotsylvania Regional Hospital, Rubbermaid, the Commonwealth of Virginia, City of Fredericksburg EDA, Stafford County EDA, Spotsylvania County EDA, Bowling Green EDA, private industry and non-profit organizations. She is a past Vice President of Silver Companies.

Linda is often called on to facilitate difficult conversations and to build consensus on regional and local issues. She speaks to organizations, community groups and non-profits on business and personal development issues. She wrote a chapter in a book facilitated by Brian Tracy, an international speaker, which was published under the name Transformation.

Linda is active in regional and state civic and business organizations. When she was President of the Fredericksburg Regional Chamber of Commerce, she was involved in the formation of the Fredericksburg Regional Alliance and currently serves as Chairman of the Board of Directors. She is also a member of the Board of Directors of Mary Washington Healthcare and serves as Vice Chairman of the Nominating Committee, Vice Chairman of the Organizational Ethics Committee and a member of the Finance Committee, Clinical Ethics Committee and the Audit and Compliance Committee.

She is past Chairman of the Board of Directors of the Rappahannock United Way, the Virginia United Way and the Salvation Army. She has also served on the Board of Directors of the Virginia Chamber of Commerce, the Fredericksburg Education Foundation, Germanna Community College, the Germanna Community College Foundation, and the Children's Home Society of Virginia. She was a founding member of the Board of Governors of the Community Foundation of the Rappahannock Region.

Linda is the recipient of the Patricia Lacey Metzger Distinguished Achievement Award and the Women of Distinction Award for the National Girl Scouts.

Mary Ball Washington Regional Council (GO Virginia Region 6) Members

Name	Company/Agency	Sector	PDC	Private Sector	Minority Member	Female
John Anzivino	Middlesex County EDA/Citizen Member	Local Govt	MP			
William Beale, Chair	Retired - Union Bankshares Corporation	Private	GW	X		
Wally Beauchamp	Middle Bay Realty	Private	NN	X		
Lou Belcher	Five Star Marketing	Private	MP	X	X	
Bruce Davis	Retired - Beltone Hearing Centers; Germanna Community College	Community College	NN			
Jackie Davis	Bay Consortium Workforce Development Board	Economic/Workforce Development	NN			X
Val Foulds	Retired - Bank of America; Retired - Town of Colonial Beach	Private	NN	X	X	X
Steve Goodall	WestRock	Private	NN	X		X
Stephanie Heinatz	Consociate Media	Private	MP	X		
Lisa Hull	Northern Neck Tourism Commission	PDC	NN			X
Ann Lewis	Rappahannock Electric Cooperative	Private	GW	X		X
Kim McClellan	Fredericksburg Area Association of REALTORS	Private	GW	X		X
Shannon Kennedy	Rappahannock Community College	Community College	NN			X
Rob Quartel	NTELX	Private	MP	X		
Morgan Quicke	Richmond County	Local Govt	NN			
Bryan Taliaferro	Montague Farms	Private	MP	X		
Evan Van Leeuwen	SonaBank	Private	MP	X		
John Wells	Virginia Institute of Marine Science	Higher Education	MP			
Kimberly Young	University of Mary Washington	Higher Education	GW		X	X
PENDING						
Jan Erkert	Spangler Erkert and Associates	Private	GW	X		X
Linda Worrell	Worrell Management Group	Private	GW	X		X
			GW: 6	13 of 21	3 of 16	10 of 21
			NN: 8			
			MP: 8			
			Total: 21			
			Max: 25			