



## News Release Contacts

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## **VMA Announces New Staff Member Effective Immediately**

*- VMA Welcomes New Member Services Coordinator -*

**RICHMOND, VA** -- The Virginia Manufacturers Association (VMA) is excited to announce and welcome the addition of Michele Whiteside to its team.

**Michele Whiteside** joins the VMA team in the role of Member Services Coordinator. Michele has over 30 years of experience in events management and customer service within the Commonwealth of Virginia in the areas of higher education at the University of Richmond and University of Mary Washington, private industry as a local wedding planner, and most recently in the nonprofit/tourism sector as the Facility Sales and Events Manager at Lewis Ginter Botanical Garden.

"I have been lucky enough to work at some amazing places in my hometown, and I am looking forward to joining another great association, learning about a new industry and how manufacturing makes Virginia competitive and a desirable place to live and work!"

Michele has a bachelor's degree in Communications and a master's degree in Film Studies from the University of Richmond. She will be responsible for member engagement, marketing and sales, and communications services as well as primarily responsible for coordination and execution of events for all VMA lines of business.

### **About Virginia Manufacturers Association**

*The Virginia Manufacturers Association develops and advocates for constructive public policies and supports a broad array of business services and programs to help ensure that Virginia manufacturing companies can be productive, profitable, and competitive in Virginia. Virginia's 6,000+ manufacturers employ over 230,000 individuals, contribute \$34 billion to the gross state product, and account for over 80% of the state's exports to the global economy. For more about the VMA, please visit [vamanufacturers.com](http://vamanufacturers.com).*