

VIENNA
BUSINESS ASSOCIATION

Growing Business • Building Community

The Greater Vienna Community
Chamber of Commerce

FY 2024 Board Installation

– Mayor of Vienna, Linda Colbert

2024 Board Directors

Akram Aleahmad

Craig Burns

Elizabeth Korondy

Greg Kunstbeck

Jeff Bollettino

Karen Kerrigan

Kathy Georgen

Kelly Miller

Laura Morrow

Paula McGinnis

Preeti Penati



About the Vienna Business Association (VBA)

– *Chairman, Greg Kunstbeck*

- Founded in August 2012
- Helps to create a strong local economy by nurturing the bond between businesses and the community
- Promotes business growth through professional development, networking, and marketing
- Supports local nonprofits and charitable organizations through the VBA Foundation
- Encourages our community to SHOP LOCAL!



2024 VBA Board of Directors & Staff



Greg Kunstbeck (C)



Jeff Bollettino



Kathy Georgen



Preeti Penati



Karen Kerrigan



Craig Burns



Akram Aleahmad



Paula McGinnis



Elizabeth Korondy



Laura Morrow



Kelly Miller

2024



Peggy James



Khy Sweeney

VBA Annual Membership Rates

– *Chairman, Greg Kunstbeck*

Raised the rates for the first time in April 2023

Junior Entrepreneur:	\$100
Citizen:	\$150
Non-Profit:	\$200
1-5 employees:	\$300
Restaurants:	\$300
6-15 employees:	\$330
16-25 employees:	\$380
26-49 employees:	\$450
50-99 employees:	\$550
100+ employees:	\$750



VBA Membership Mix

- Chairman, Greg Kunstbeck

Membership Type	#	%
Junior Entrepreneur:	2	1%
Citizen:	10	4%
Non-Profit:	44	16%
1-5 employees:	145	51%
Restaurants:	30	11%
6-15 employees:	26	9%
16-25 employees:	6	2%
26-49 employees:	5	2%
50-99 employees:	5	2%
100+ employees:	4	1%
Courtesy	4	1%
Total Members	283	



2023 Financial Overview

–Treasurer, Kathy Georgen

- Primary Goal is to benefit members
- Revenue Streams:
 - Membership Dues 27%
 - Direct Support 8%
 - Programs 10%
 - Fundraising – Oktoberfest 55%
- Expense Streams:
 - Executive Director 30%
 - Operations 12%
 - Programs 18%
 - Fundraising – Oktoberfest 40%



VBA Foundation

–Board Director, Kathy Georgen

The Vienna Business Association Foundation was established to act as the charitable and philanthropic arm of the Vienna Business Association.

- The Foundation is funded by the alcohol proceeds from Vienna Oktoberfest.
- Supports nonprofit and charitable organizations in the Greater Vienna area through grant requests and sponsorships.



VBA Foundation Recipients

-Board Director, Kathy Georgen

Total Contributions 71.5K



- | | | |
|-----------------------------|--------------------------|----------------------------|
| American Legion | JMHS Crew Boosters | The Insight Shops |
| Belong! | JMHS Softball | The Women's Center |
| BRAWS | Liberty Amendments Month | Vienna Halloween in a Bag |
| Capital Princess Ball | Movers & Shakers | Vienna Halloween Parade |
| Cedar Lane PTSA | NAACP Fairfax County | Vienna Arts Society |
| CHO | Reading is Fundamental | Vienna Assembly of God |
| Fairfax Library Foundation | Real Food for Kids | Vienna Elementary |
| Family PASS | Rustic Love Vienna | Vienna Little League |
| First Baptist Church Vienna | Shelter House | Vienna Volunteer Fire Dept |
| First Night Vienna | Shepherd's Center | Wolftrap Elementary |

VBA Monthly Events

–Executive Director, Peggy James

- **Lunch Meeting:** Join us for interesting speakers and lunch from a variety of local restaurants on the 2nd Thursday.
- **Happy Hour Mixer:** Hosted at a different business location on the last Tuesday.
- **Referral Breakfast Meeting:** meeting is open to VBA members, and is geared to promote business to business relationships and share leads. Meets the 1st Friday of each month at Nozzo Pazzo
- **Committee Meetings:** Join a committee and get to know the other members. Times vary.



VBA Annual Events

–Executive Director, Peggy James

- **Oktoberfest:** Street festival w/ vendors, food, entertainment, kids fun, & Lots of beer drinking, Raises money for the VBA Foundation
- **Get Healthy Vienna Expo:** Showcases health & wellness members of the VBA
- **Halloween Parade:** Be in the parade, attend the pre-parade mixer or sign up to be a judge
- **Taste of Vienna:** Volunteer to pour beer with the VBA and raise tips for the Fire Department
- **Liberty Amendments Month:** Month long event that celebrates diversity



VBA Committees

-Executive Director, Peggy James

- Oktoberfest: Committee
- Health, Wellness & Fitness Committee
- Green Committee
- Nonprofit Committee
- Marketing Committee
- Membership Committee
- Referral Group



Oktoberfest

–Kathy Georgen, Chair

- Primary fundraiser since 2013
- Tens of thousands of attendees
- 100-150 vendors made up food, marketplace, artisans & business expo
- Net revenue averages \$30K/year
 - \$6 -8K/year to VBA Foundation
- Committees:
 - Non-food vendors
 - Food vendors
 - Entertainment
 - Logistics
 - Children's area activities
 - Volunteers



Health, Wellness & Fitness Committee

–Karen Kerrigan, Chair

- Health, Wellness & Fitness Committee is open to all VBA members in the wellness industry
- Provides support and business connections within the VBA membership
- Provides training and education for VBA wellness members by hosting expert speakers at the quarterly meetings
- Hosts the annual **Get Healthy Vienna! Expo** (April 6, 2024) at the Vienna Community Center



Get Healthy Vienna! Expo

–Karen Kerrigan, Chair

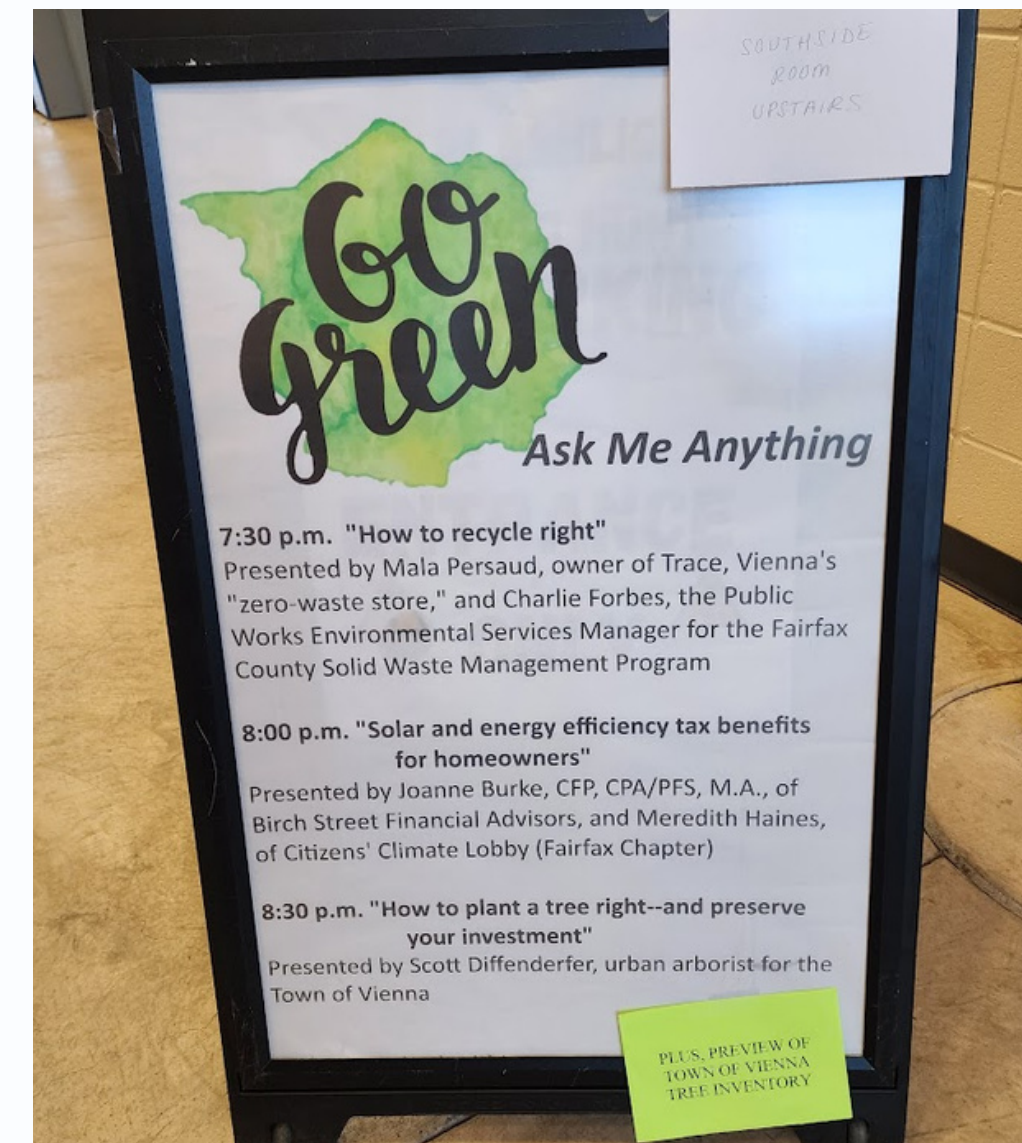
- April 6, 2024, 10am - 2pm at the Vienna Community Center
- Doubled in size in 2024.
- Open to VBA members, non-members pay a higher rate, but receive a discounted membership for their first year.
- Expo includes 2 sections:
 - Kids & Family
 - Adults
- Provides expert speakers on various wellness topics and kids activities and entertainment
- Now accepting vendors!



Green Committee

–*Craig Burns, Chair*

- A support committee of the Conservation and Sustainability Commission (CSC) of the Town of Vienna, who's goal is to:
- Educate businesses and citizens on the importance of “going green” and reducing our carbon footprint
- Advise Town Council on legislation supporting a greener Vienna
- Hosts the annual Green Expo at the Community Center each Spring
- Looking for committee members



Nonprofit Committee

-Peggy James

- Looking for members interested in revitalizing this committee
- Open to all VBA members in the nonprofit industry
- Provides support and business connections within the VBA membership
- Provides training and education for VBA nonprofit members by providing education and expert speakers at quarterly meetings



Referral Group Meetings

–*Melissa Maillett, Chair*

- Established to create an organic networking environment and encourage customer leads between members
- Meets 8-9am on the 1st Friday of the month, at Nozzo Pazzo
- Open to all VBA members, non-VBA members may attend once w a member
- No cost to attend, but RSVPs are required



Membership Benefits

–Peggy James

Marketing & Promotions

- Take advantage of the unlimited free marketing of events, specials, news releases and jobs included with your membership through the VBA website, Facebook and in the weekly newsletter (over 4k subscribers).
- Participate in Vienna Oktoberfest and Get Healthy Vienna! EXPO and be seen by 10's of thousands! Members receive discounts on vendor spaces.



Mixers, Meetings, Training, Festivals, Restaurant Week & So Much MORE!

**VBA Lunch State of the Union &
2024 Board Installation**
February 15, 2024
Vienna Community Center

Please join us for the 2024 Board Installation, officiated by Mayor Linda Colbert, followed by the VBA State of the Union presented by 2023-2024 Chairman, Greg Kunstbeck of Nova Contracting, VBA Committee Chairs and Peggy James, Executive Director. This is a GREAT overview of where we have been and where we are going!



Tony's NY Pizza will provide a variety of Italian favorites for lunch!

This meeting is a member favorite, and will discuss the state of the VBA and the new (and existing) efforts and committees. You will not want to miss this!

Table Sponsors:
[Laura Morrow Wellness](#)
[Melissa Maillett Photography](#)

Hope you can make it!
Everyone is welcome!
[RSVP Now!](#)

Membership Benefits

-Peggy James

Marketing & Promotions

- Host a monthly mixer, lunch or brown bag training at your business. You host it, we promote it!
- Contribute to the monthly Welcome Bags that are mailed to all new Vienna residents.
- Become a Sponsor of the VBA, best visibility around!
- Receive one-on-one marketing help and advice from the VBA Executive Director.



Membership Benefits

–Peggy James

Information

- Get to know your business support team; there are a LOT of us!! We are here to help your business thrive!
- Keep up to date on current events, business opportunities, and other information pertaining to local business and events in the VBA, Town, County and State.
- Meet and learn about your business neighbors and ways you can help one another and work together.



Membership Benefits

–Peggy James

Involvement

- Participate in VBA committees such as the Green Committee, Health, Wellness & Fitness Committee, Non-Profit Committee, and Oktoberfest Committee.
- Volunteer for events. This is a great way to meet other VBA members and community residents
- Attend events, meetings and mixers.



Membership Benefits

-Peggy James

Training

- Attend member training on the last Wednesday of every month on Zoom. Learn about all the benefits included in your membership, and how to fully take advantage of the free marketing.
- Stay informed of & participate in the many free courses offered through the Town of Vienna and Fairfax County.
- Learn a new skill or some knowledge at our monthly VBA Lunch meetings and member Brown Bag sessions.



Membership Benefits

–Peggy James

Credibility

- Studies show that consumers are more likely to patronize a business that belongs to a local Chamber of Commerce.
- VBA membership increases your visibility and shows support of your local community.
- Get to know your business neighbors & build a network that will refer you, and you can refer.



Board & Committees

– *Chairman, Greg Kunstbeck*

Greg Kunstbeck	Chairman	
Akram Aleahmad	Board Director	
Craig Burns	Board Director	Green Chair
Elizabeth Korondy	Board Director	Volunteer Chair
Jeff Bollettino	Past Chairman	Entertainment Chair
Karen Kerrigan	Board Director	Wellness Chair
Kathy Georgen	Board Director	Oktoberfest Chair
Kelly Miller	Board Director	
Laura Morrow	Board Director	
Paula McGinnis	Board Director	Taste of Vienna
Preeti Penati	Board Director	Welcome Bag Chair
Khy Sweeny	Board Secretary	Board Secretary
Peggy James	Executive Director	Executive Director
Melissa Maillett	Referral Group	Referral Group Chair

**Thank you for being a part
of our small business
community!**

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