



FOR IMMEDIATE RELEASE

Local Business Leaders Named to the Executive Committee of the Winfield Advocacy Coalition to Champion Community Growth

Winfield, Kansas, September 10th, 2024 - A collective group of advocates from Cowley County, including community leaders, business owners, property owners, and non-profit directors have established the Winfield Advocacy Coalition (WAC). Driven by a common vision of nurturing a flourishing business community while preserving Winfield's small-town charm, WAC is built on the fundamental principles of empowering individuals, advancing progress, and fostering local and visitor community engagement.

Community meetings are open to all and are scheduled for the second Tuesday of each month at Converge Co-Working at 8:30 am or via Zoom. Additionally, the group is preparing to host its inaugural economic growth symposium on October 25th from 6:00-8:00pm at Behr Rafters and full details will be announced on September 16th.

The objective of the WAC is to promote collaboration among business leaders, property owners, local government, civic groups, and the non-profit community to encourage sustainable growth in Winfield. Goals include supporting existing businesses of all sizes, nurturing entrepreneurs, and advocating for policies that strengthen the local economy, while promoting shopping locally and increasing visitor spending. By leveraging a strong regional communications campaign, educational events, and citizen engagement, the WAC hopes to boost the overall economic health and vitality of Winfield.

While the group started meeting in November of 2023, the WAC organizational efforts have expanded rapidly over the summer with the election of an executive committee that has drafted bylaws, articles of incorporation, and is currently applying for 501c nonprofit status to enhance their opportunities to partner with grantmaking groups and educate government leaders.

The WAC Executive Committee includes the following local leaders.

- **Executive Committee Chair: Andrea Ball**
- **Secretary/Treasurer: Heidi Potucek**
- **Communications Chair: Jennifer Valentine**
- **Advocacy Chair: Tara Battreal**
- **Economic Growth Chair: Michael Kelley**
- **At Large Member: Heather James**
- **At Large Member: Irene Allen**
- **Non-Profit Liaison: Tabitha Hogan**

“The Winfield Advocacy Coalition is committed to driving positive change through advocacy, education, and communication efforts, including engaging local government and civic groups. By promoting business-friendly policies, supporting downtown renovation, and advocating for tax incentives to attract new investments. We believe that communicating all the wonderful things offered in Winfield is the key to a thriving community,” Andrea Ball, WAC Chair explained.

“Several members of our executive committee are natives of the area, who chose to return after living elsewhere to invest in homes and commercial properties, and open businesses while raising families in Winfield. Because of this commitment to our roots, we want to highlight Winfield’s unique heritage, and embrace smart growth and progress,” she added.

The Winfield Community Advocacy Group welcomes the participation and support of any local business or citizen who shares a vision for a vibrant and prosperous Winfield. Interested parties are invited to sign up for our newsletter by visiting the website, www.WinfieldAdvocacyCoalition.org or by following the group on Facebook.

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