



Haymarket • Gainesville
Business Association

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HGBA LAUNCHES NEW BRAND

With a renewed mission, Haymarket Gainesville Business Association is poised to positively impact the local community

Haymarket, VA (June 2008) The Haymarket-Gainesville Business Association (HGBA) announced its grand reopening in a newsletter to its membership on Thursday, June 26th. The announcement signified the association's rededication to its mission to encourage the establishment, growth, and promotion of local businesses, and to positively impact the Haymarket-Gainesville community.

Established in 1990 by a group of local professionals and business owners, HGBA was reorganized in 2007 and has experienced strong growth; this played an important role in the association's decision to update its identity now.

The brand was revamped with a new logo, newsletter, and website to start. HGBA members Cranberry Marketing Associates and Morvay Web Works, donated their time and partnered on design and development of the site HGBA.biz. The site features the association's membership directory, calendar of events, member spotlight, and information about business networking and community outreach opportunities.

HGBA is reaching out to local businesses by hosting its monthly membership meetings at rotating venues throughout the Haymarket-Gainesville area. Members meet every third Tuesday of the month to discuss business topics, community activities, and the political landscape. Last month, the members met at The Winery at La Grange in Haymarket. The speaker, Bill Vaughan, economist and financial analyst for the Prince William County Finance Department, spoke on the state of the national, state, and local economy. This month, members will meet on July 15th at Brooklyn Brothers Pizzeria in Gainesville. The speakers, Barbara Kessinger and Jim Feeney of Horizon Energy, will discuss how local businesses are impacted by the company or cooperative that supplies their electricity and how to identify electricity-saving programs.

“We are happy to rollout our new brand ,” said Sheri Winesett, President of HGBA. “It is the first step towards providing our membership with more benefits and fostering greater community involvement.”

The Haymarket-Gainesville Business Association (HGBA) is an alliance of area professionals and business owners. Recognized as a force in the Haymarket-Gainesville business community, HGBA partners with local governments and communities, creating a forum to offer solutions, resolve issues and plan for future growth. Through this partnership, HGBA is able to champion projects that positively impact businesses and residents in the Haymarket-Gainesville area while preserving its rich heritage. More information about the Haymarket-Gainesville Business Association can be found at <http://www.hgba.biz>.

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