

WELCOME TO WESTMARC

This Membership at a Glance brochure is intended to provide you with a description of key WESTMARC documents and information as well as provide details on where you can view the documents. This brochure will also detail who you should contact for certain questions.

[WESTMARC Strategic Plan](#)

The Strategic Plan is where you can find the WESTMARC vision statements, priorities, and the steps that WESTMARC will take to continue its mission of improving regional economic development and quality of life. This document is available electronically on the WESTMARC website on the resources page. If you need clarification or have any questions regarding anything in this plan, please contact Sintra Hoffman, President & CEO of WESTMARC.

[Legislative Agenda](#)

This agenda is intended to provide members the avenue to discuss, form, and advocate official positions on public policy issues facing the membership as it relates to the mission of WESTMARC. The agenda also provides position statements of WESTMARC during a legislative session and provides a foundation for responding to member requests for letters of support or other legislative action. This document is available electronically on the WESTMARC website on the resources page. If you need clarification or have questions about anything in this document, please contact Sintra Hoffman, President & CEO.

[Issue Committees](#)

WESTMARC members are encouraged to participate in one or more of our issue committees including; Economic Development, Education and Workforce Development, Healthcare, Infrastructure, Public Affairs, West Valley Quality of Life, and Marketing committees. Committees are represented by all sectors of membership including government, education & business. The schedule of meeting dates and times is available on the website under the 'Committees' tab. Under this tab, you will also find a brief description of each committee. If you are interested in joining a particular committee, please fill out the '[Committee Interest Form](#)' on the '[Committee Meeting Information](#)' page or reach out to Kimberly Jordan, Executive Vice President, directly.

[Events and Sponsorship Opportunities](#)

Every year WESTMARC hosts nine (9) events; Governor's State of the State Luncheon, Annual Meeting, Top Golf Par-Tee, a Healthcare Summit, an Economic Development Summit, Legislative Breakfast, a Technology Summit, Golf Classic, and Best of the West. Each of these events has several sponsorship opportunities available. For more information about WESTMARC events and sponsorships please contact Remi Guthman, Special Events Coordinator.

[West Valley Pipeline](#)

West Valley Pipeline is the West Valley's regional workforce development implementation strategy that serves as the guiding document for the West Valley of Metro Phoenix in building the talent pipeline to move the region forward over a five (5) year time frame in seven (7) target industry sectors. Reports on the progress of the strategy are available on the resources page of the WESTMARC website.

WHO TO CONTACT

Sintra Hoffman, President & CEO – Please reach out to Sintra with questions about WESTMARC, WESTMARC’s Legislative Agenda, and/or Strategic Plan.

Email: shoffman@westmarc.org Phone: (623)435-0431 ext. 204

Kimberly Jordan (KJ), Executive Vice President – KJ is your point of contact for questions regarding WESTMARC Issue Committees. You can also reach out to her with questions or for more information about the West Valley Open for Business series and West Valley Hot Topics virtual series. Additionally, if you would like to book the WESTMARC conference room please contact KJ.

Email: kjordan@westmarc.org Phone: (623)435-0431 ext. 203

Emily Striffler, Director of Finance & Operations – Emily is your point of contact for questions regarding your membership with WESTMARC. Inquiries about invoices, renewal, membership benefits, the Ambassador Program, Member Referral Program and the member portal can all be directed to Emily.

Email: estriffler@westmarc.org Phone: (623)435-0431 ext. 201

Lauren Serrato, Special Events & Media Relations Coordinator - Lauren is your contact for information regarding WESTMARC special events. You can also reach out to her with inquiries about sponsorship opportunities for events. Lauren will be your point of contact for all media requests, inquiries, or questions.

Email: lserrato@westmarc.org Phone: (623)435-0431 ext. 205

Kevin Dumcum, Director of Regional Workforce Development – Please contact Kevin if you have questions about the West Valley Pipeline Workforce Development Strategic Plan, to participate in Employer Collaboratives, with questions or for more information about the West Valley Workforce Success Series webinars, or if you seek workforce data.

Email: kdumcum@westmarc.org Phone: (623)435-0431 ext. 202

Silvia Caro, Digital Marketing & Graphic Design Coordinator – Please contact Silvia if you have submissions for the West Valley Highlights or West Valley Gems Newsletters. She is also the point of contact for any questions or updates regarding your member listing on the WESTMARC website, including logo, headshots, and graphic design.

Email: Scaro@westmarc.org Phone: (623)435-0431 ext. 206

