



White Rock BIA Hires New Executive Director

White Rock, December 5, 2016 – White Rock Business Improvement Association is pleased to announce the appointment of a new Executive Director, Alana Souter, who took on the position on December 1, 2016.

“The Board of Directors are confident that Alana will continue to build on the association's current positive direction while building White Rock’s profile and staying in constant contact with our members” said President, Ernie Klassen.

Souter was born and raised in the Lower Mainland. Professionally, she has relevant experience in organizational management and in the fields of tourism, marketing, event planning, sponsorship and communications. After attending the University of the Fraser Valley, and earning a Bachelor of Business Administration Souter worked with the Grimshaw & District Chamber of Commerce and in the tourism industry both locally and internationally. Recently she has returned back from Alberta to the Lower Mainland.

“I’ am excited to be back in the Lower Mainland and have the opportunity to help further promote the White Rock area,” said Souter. “Community is a huge passion of mine and I intend to build upon recent growth within the organization and further increase the profile of the White Rock BIA and the White Rock community.”

The White Rock Business Improvement Association was created in 2005 by White Rock City Council at the request of the White Rock business community as a business improvement area. The Association’s mandate is to strengthen economic vitality within the White Rock BIA by undertaking business promotion schemes. The White Rock BIA is funded by a special municipal levy based on business’ assessed property value which is collected by the City of White Rock. The Association is a non-profit organization ran by a volunteer Board of Directors.

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