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Viewmont Business Association (VBA) officially regroups and elects board of directors during January 12 meeting

HICKORY – The Viewmont Business Association (VBA) officially regroups and elects its board of directors during its January 12 meeting.

Thirty people attended the meeting, by-laws were adopted, the board was elected, and committee members established.

The VBA board includes: President, Bobby Bush (Hops & Grapes); Vice-President, Henry Morphis (Morphis Law & Mediation); Secretary, Carolyn Sinclair (Adrienne's); Treasurer, Donna Price (Bumblebee Interiors); Logistics Director, Matt Miller (Bistro 127/Bootleggers); Marketing Director, Kym Rink (Rink & Robinson CPA's); and Events Co-Directors, Janelle Gibbs (Razzberries) and Nichole Daily (First Citizens).

"It's been too many years since Viewmont was recognized officially as a viable business area," said VBA president Bobby Bush. "We want to capitalize on the success of the Viewmont Street Strut, taking that momentum to the next level. The VBA's goal for this year are to re-brand Viewmont. Our districts' almost 200 businesses offer a wide variety of products and services, just a short drive from many Hickory residents' homes."

"We encourage all businesses within the Viewmont District to become a member of the VBA," encouraged Bush.

The VBA is a recognized business association in the City of Hickory. The loosely, flexibly defined district includes retail, commercial, religious, civic and financial businesses along NC Hwy 127, between 8th Avenue and the Belle Hollow Shopping Center. Membership in the VBA is open to all companies, in or near the district, that have interest in joining an active group that promotes the Viewmont area.

Beginning in April, the VBA will hold quarterly meetings.

For more information about the VBA, go to www.HickoryNC.gov, click on the Business tab at the top of the page above the photos, and the Viewmont Business Association will be under Recognized Business Associations.

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