



## Portrait - Meet Bev Letton from the Wanneroo Business Association

*Bev Letton is the Executive Officer of the Wanneroo Business Association and has recently won the Nifnex Influential 100 Award 2015 for her dedication and inspiring work in the local business community.*

### **Q: Please tell us about the Wanneroo Business Association**

**Bev:** The Wanneroo Business Association (WBA) is a membership based not-for-profit organisation made up of over 240 business leaders from throughout the City of Wanneroo region and beyond. The WBA is a rich resource of experienced and knowledgeable business owners and operators accessible through the various activities the association provides for its members.



The association is set to play a major role in the development of the business community in the coming years. We are committed to co-creating growth opportunities both internally, and within and around the Wanneroo region for the business community, providing a platform for businesses to connect and build relationships, trade locally, transform and develop ideas and market themselves to prospective clients. Due to our diverse and interesting calendar of events and other member services, the association continues to strengthen and grow; we encourage businesses to engage, connect and tap into the valuable knowledge and experience of fellow members.

### **Q: Please tell us more about your responsibilities within the association**



**Bev:** My role as Executive Officer is guided by the volunteer Board of Management and involves the day to day running of the association, administration, event management, account management, sales and marketing, membership recruitment and services, stakeholder relationships and much more. I also live locally in the City of Wanneroo meaning that I shop, live and work all within Wanneroo. This brings a huge benefit as I know how it feels to be embraced and part of a community.

***Q: Please tell us more about your background prior to joining the Wanneroo Business Association***

***Bev:*** I used to be the Co-Director and Business Manager of a Wangara manufacturing business which was then a member of the WBA. When the WBA president at the time approached me to work for the association in January 2008, the decision was not a hard one to make. I had built relationships and made connections with many professionals in the local business community, City of Wanneroo personnel and other organisations through the association. I already strongly believed in what the WBA stands for.

***Q: What did you enjoy the most of your time as a business owner?***

***Bev:*** I found that all aspects of being a small business owner were very rewarding. In particular, I really enjoy the people side of business including building relationships with customers, suppliers and industry personnel. Being able to deliver and exceed their expectations was highly rewarding. I enjoyed the challenges a small business brings in addition to the continuous on the job learning. Being able to start at the bottom and grow a business to a successful thriving enterprise is such an achievement and is very rewarding as a business owner.

***Q: What have been your greatest achievements while working as a business owner and at the Wanneroo Business Association?***

***Bev:*** As co-directors we were honoured to receive various City of Wanneroo Small Business Awards for the growth and success of the Furniture Manufacturing Company including awards for Best Manufacturing Business, Best Marketing Business and Best Business.



As the Executive Officer of the WBA, I feel we have achieved much including doubling the membership base of the association since 2008, developing an interactive website, increasing the association's revenue by \$72,100 from 2007 to 2014. On a personal level, whilst working at the Wanneroo Business Association, I was honoured to be awarded at the Nifnex Influential 100 Awards 2015.

***Q: How did receiving the Nifnex Influential 100 Awards 2015 change your professional career?***

***Bev:*** Winning the Nifnex Influential 100 Awards 2015 has given me an insight as to how much the business community does appreciate and what we do and the support offered. Someone who remains anonymous nominated me. It feels wonderful to be recognised by the small business community whom have also worked hard and achieved such great results; and be considered worthy of such an acknowledgement.

**Q: Do you have any words of wisdom for people looking to establish a new business or looking to grow their existing business?**

**Bev:** Never underestimate the power of networking! There is a lot to gain from networking and tapping into the knowledge of other business owners, and there is also a lot to gain in giving back!



**Q: What is your favourite quote?**

**Bev:** My favourite quote is: “Our lives begin to end the day we become silent about things that matter” (Martin Luther King Jr) but it might be too heavy for this article so I would say my personal favourite is probably: “Some people don’t believe in Heroes, but they haven’t met my Dad!” (Me).

**Q: What are the five words that best describe you?**

**Bev:** Passionate, Perceptive, Strong, Loyal and Humble.

**Q: How can people contact you?**

**Bev:** If you have an existing business that you are looking to grow or if you are looking at establishing a new business, please contact me on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com), or visit our office located at Enterprise House, 935 Wanneroo Road, Wanneroo. We would love to hear about your business and chat to you about how the WBA can help you.