

## Heather Wheeler

7400 Courthouse Road, Spotsylvania, VA 22551, 540-207-0684  
mypaintedhorse7400@outlook.com

### Experience

#### Virginia Department of Agriculture and Consumer Services, Richmond, Virginia

*Program Manager for Virginia Grown, Program Manager for the Virginia Horse Industry Board*

*Office of Promotions*

June 2016 – Present

- Serve as the Program Manager for the Virginia Horse Industry Board responsible for coordinating meetings of the VHIB, taking and posting meeting minutes, serving as the liaison between the Board and the general public, the equine industry, vendors, state agencies, and contractors and overseeing the Board records, purchases and contracts according to state guidelines. Fiscal management includes budget administration and financial reporting.
- Administrator for the Virginia Horse Industry Board's grant programs. Responsible for issuing requests for proposals for VHIB's grant programs, answering questions from potential applicants, assist the Board in evaluating proposals, notifying grant recipients and administering payments to grant awardees.
- Responsible for the marketing efforts of the Virginia Horse Industry Board to include developing and maintaining print, web and social media campaigns, developing strategic marketing and communication plans, work with Board Member and VDACS staff to ensure that marketing and communication plans are consistent with the Board and agency's mission and message, monitoring the effectiveness of the marketing and communications and reporting back to the Board and agency.
- Responsible for attending trade shows and exhibitions inside and outside of Virginia to promote the Virginia horse industry, network with potential visitors or residents and create partnerships with other equine associations and organizations. Also serve as a speaker at equine organization events.
- Serve as an ex-officio on the Virginia Horse Council.
- Serve as a member of the founding Board of Directors for the Virginia Museum of the Horse/Secretariat Heritage Center.
- Serve as the representative for the Virginia Horse Industry Board for several equine related projects across the state.
- Serve as the Program Manager for the Virginia Grown Program responsible for serving as a liaison between the Virginia Department of Agriculture and Virginia farmers, producers and state agencies.
- Responsible for overseeing the Virginia Grown program and identifying ways to enhance and improve the program through marketing and education.
- Served on hiring panels, responsible for reviewing Employee Work Profiles, reviewing applications/resumes, conducting in person interviews, and evaluating applicants.
- Develop relationship with media outlets across Virginia to identify marketing opportunities for both the equine industry and the agricultural industry and to support the activities of both.

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- Responsible for working with current and potential Virginia agritourism operators to assist them in marketing their facilities to tourists and local visitors.
- Serve a liaison between current and potential Virginia agritourism operators and state and local entities (such as planning commissions, economic development officials, tourism representatives, regulatory bodies, and agricultural extension specialists).
- Work with and consult current and potential Virginia agritourism operators throughout the state on their business and marketing plans.
- Serve on the Virginia State Agritourism Conference Committee. Responsible for conference planning, identifying conference topics and speakers, and moderating sessions and presenting.
- Serve on the Virginia State Agritourism Team. Responsible for working with localities around the state to identify trends in agritourism and needs for training. Also responsible for organizing workshops and educational seminars around the state for agritourism operators and industry stakeholder. Also, serve as a speaker for topics including designing agritourism, marketing, social media marketing, and business development. Routinely speak to audiences of 50-150 people.
- Served as a member of the State Agritourism Study Committee (2016-2017). The Virginia Agritourism fiscal impact study was a multi-agency and county partnership and was supported by the State Agritourism Study Committee. The Committee was responsible for inventorying approximately 1,400 establishments in Virginia that classify into the agritourism sector.
- Currently serving on the OnTheSquare Governor's committee that serves to develop state employee activities to encourage them to be active and network with one another through committee developed events.
- Currently serving on the Equine Subcommittee of the Agricultural Best Management Practices Technical Advisory Committee to develop recommendations for technical assistance, as well as qualifications (e.g. horse stocking rates), specifications, payment caps, payment rates, etc. for the implementation of horse manure management, horse pasture management, and other conservation practices, on properties and/or operations that do not meet the definitions of agriculture under the statutes, regulations, and/or policies of agencies of the Commonwealth of Virginia, either due to their small size and/or lack of income generated by those operations.
- Routinely respond to requests from media, state and local agencies, the general public and the Governor's Office.

### University of Mary Washington Center for Economic Development, Fredericksburg, Virginia

#### *Client Relations Manager*

June 2011 – June 2016

- Fiscal agent responsible for monitoring and tracking the budgets of the UMW Center for Economic Development and three additional sub-programs. Also responsible for assisting with developing operational and personnel budgets to include professional development, travel, and office supplies.

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- Procurement agent, responsible for department purchasing within the State of Virginia procurement and University system while ensuring compliance with all State and University policies and procedures.
- Accounts payable responsibilities include the processing of employee reimbursements and contract payments.
- Routinely served on hiring committees, responsible for the development of Employee Work Profiles, recruitment, review of resumes/applications, participation in phone and in person interviews, and training for new hires.
- Responsible for developing, implementing and analyzing assessments of department programs, events, and effectiveness.
- Serve as the marketing manager for the department which includes the creation, design, editing and publication of both print and electronic media to include newsletters, brochures, logos, event literature and resources guides.
- Responsible for planning, developing and implementing the departments communication and marketing plan, to include website, social media, print material and in person presentations.
- Responsible for developing PowerPoint presentations for internal use and outreach events.
- Serve as the webmaster for two departmental websites. This includes the creation of two websites along with the design, editing and updating of pages on a weekly basis.
- Develop and coordinate numerous databases in Microsoft Access and Microsoft Excel for project management purposes, for tracking client activity and project activity. Also responsible for maintaining client databases in Center Dynamics which is a web based client relations management platform.
- Responsible for monitoring department metrics and tracking progress for UMW Institutional Effectiveness reports.
- Responsible for a process improvement project that led to a new department client intake process in 2015, which resulted in a more efficient process that reduce waiting time for clients and reduce the number of staff hours needed to process client paperwork. As a result of this project, I was asked to present our final product at a statewide director's conference.
- Serve as the event manager for the department, which includes coordinating room usage and food services, overseeing the room preparation, developing event budgets, identifying and coordinating speakers and marketing events.

### Virginia Business Incubation Association, Virginia

*Administrator*

June 2012 – June 2016

- Fiscal responsibilities include bookkeeping, invoicing, accounts payable and financial reporting to the Board.
- Responsible for the organization, logistic management and execution of the Virginia Business Incubation Annual Conference and statewide summits and roundtables.



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- Responsible for the creation, publication and distribution of both print and electronic marketing media, to include newsletters, agendas, event guides, event notifications and graphics.
- Serve as the webmaster for the Association's website. Responsible for the building of a new website for the Association and for web development, page creation and editing.
- Served as the Secretary for the Board, responsible for developing and distributing agendas, preparing and distributing meeting minutes, organizing teleconferencing and scheduling meetings.
- Responsible for preparing member and stakeholder correspondence, maintaining electronic and paper files, providing support at meetings and events, receiving calls and maintaining the Association's calendar.

**Target Corporation, Springfield, Virginia**

*District Administrator*

June 1999 – April 2002

- Responsible for providing clerical and human resource support to 35 retail locations as well as numerous executive level team members and district and regional personnel, to include: to benefit administration, employee relations, training, EEO compliance, performance review, payroll and budget.
- Served as the New Hire Coordinator responsible for processing incoming resumes, coordinating and conducting interviews, processing new hire paperwork and conducting orientations.
- Routinely reviewed store policy and procedures while continuously working on ways to improve and/or expand those policies as needed.
- Worked with numerous employees and guests while maintaining high levels of confidentiality.
- Organized and prioritized numerous in-store, district and regional level projects, programs and reports.
- Organized and coordinated regional and district level meetings and conference calls for executive teams and store personnel.

**Target Pharmacy Regional Office, Richmond, Virginia**

*Pharmacy Program Administrator*

April 1998 – June 1999

- Responsible for providing administrative and human resource support to pharmacy locations in three states, to include: benefit administration, employee relations, training, EEO compliance, payroll and budget.
- Served as the New Hire Coordinator responsible for processing incoming resumes, coordinating and conducting interviews, processing new hire paperwork, and conducting orientations.
- Responsible for ensuring store and employee compliance with pharmacy boards in three states.
- Responsible for maintaining appropriate pharmacy and regional office human resource records, personnel data, leave and training records, disciplinary records, payroll and budget records.
- Routinely reviewed pharmacy policy and procedures while continuously working on ways to improve and/or expand those policies as the pharmacy department continued to expand.
- Worked with numerous employees and guests while maintaining high levels of confidentiality.
- Organized and prioritized numerous in-store and district projects and programs.
- Responsible for budget and human resource reporting to District, Regional and National level offices.

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### **Education**

#### **Germanna Community College, Fredericksburg, VA**

Associate of Arts and Sciences - Business Administration

August 2017

3.177 GPA

#### **Germanna Community College, Fredericksburg, VA**

Associate of Arts and Sciences - Business Management

August 2017

3.576 GPA

#### **Germanna Community College, Fredericksburg, VA**

Certificate in Accounting

May 2015

3.167 GPA

### **References**

Available on Request