



WIFV NEWS

March 2011 - WIFV Members in the News
Edited by Flo Dwek

Reed “Revitalizes” BVA

WIFV board member Rosemary Reed is helping to revitalize the Business Volunteer for the Arts (BVA) program through the Cultural Alliance of Greater Washington (CAGW). She kicked off 2011 with an event at Gallery Plan b encouraging BVAs to renew their support for the arts and to spread the word about the program to prospective members. BVAs provide professional guidance to CAGW arts groups.

Additionally in her BVA role, Reed led a discussion on how to do more with less for members of the CAGW’s CEO Affinity Group at Joy of Motion Dance Center. As president of Double R Productions, Reed offered CEOs tips such as delegate often and embrace barter.

Double R Productions is a full service communications firm in Washington, DC, specializing in film, television, and all manner of media/web production. Since 1987, Double R projects have included public service announcements, original programming, corporate, non-profit, and association image pieces, along with video news releases and commercials. Double R also works with government agencies on everything from media training and documentaries to interactive video training projects.

