



WICHITA INDEPENDENT
BUSINESS ASSOCIATION

News Release

FOR IMMEDIATE RELEASE

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WIBA Announces Tristan Carter as Director of Marketing

WICHITA, Kan. — The Wichita Independent Business Association announced today they have hired Tristan Carter as Director of Marketing. Tristan started her position on March 26, 2018.

Prior to joining WIBA, Tristan's previous positions include Marketing Manager at INTRUST Bank Arena and Marketing & Sales Coordinator at Exploration Place. She holds a Bachelor of Arts in Journalism and Mass Communications from Kansas State University.

"The staff and I are delighted to welcome Tristan to WIBA. She has solid marketing experience and came highly recommended. Her delightful personality is a wonderful added bonus. I encourage our members to get to know her at the next WIBA event!" said Alicia Holloway, WIBA President.

In this position, Tristan will manage all WIBA social media channels, create weekly WIBA Connect newsletter, update the WIBA website, photograph all WIBA events, among other efforts to promote WIBA events and members.

About Wichita Independent Business Association

The [Wichita Independent Business Association](#) is the advocate for advancing independent business in the greater Wichita area. WIBA provides resources, influence and economic development for independent businesses so they are able to Connect to Success.

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