



Greater New Braunfels Chamber of Commerce, Inc.

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February 19, 2018

April Weillbacher
139 N. Castell Ave.
New Braunfels, TX 78130

Dear April:

It is an honor for me to announce that you have been selected to receive a Chair of the Board Award in the field of downtown development. Only six such awards will be bestowed this year, and you are our first honoree in 2018.

You are co-owner of 2starts Bakery in downtown New Braunfels since 2009, as well as co-owner of Scoop Street since 2016. Your vision to create a bakery that has become a downtown meeting place for all ages has been a cornerstone of the rejuvenation of our historic downtown. You have also created an outstanding bridal and design department that is recognized not only throughout Texas but is also showcased in national wedding blogs and magazines.

You have been a part of the Downtown Association for several years, serving on the Board and as their President in 2016 and 2017. During your tenure as President, you led the growth of the Downtown Association from a member-based organization to one that supports all downtown businesses. You also led the effort to rebrand the Association to better market downtown, and you encouraged collaboration between the City's Downtown Advisory Board and Downtown Association.

You are a member of the Retail Bakers of America, Specialty Coffee Association of America, and a Blog Academy graduate in 2013. You are a six-time Dessert's Winner in the People's Choice Awards from the New Braunfels Herald Zeitung, have been featured on the cover of Baker Magazine, as well as the Best Wedding Cake feature by 100 Layer Cake. You have served on the Texas Public Radio Community Advisory Board, the New Braunfels Chamber's CVB Strategy and Steering Committee, the Parent Advisory Committee at NBISD, and the Wine and Saengerfest Planning Committee. You received a Best Downtown Business nomination from the Texas Downtown Association in 2015 and the Best Downtown Business Partner from the New Braunfels Downtown Association in 2016.

For these reasons and many more, you and Eric are invited to be our guests at the Annual Meeting and Banquet of the Greater New Braunfels Chamber of Commerce to take place on Friday, January 25, 2019 in the New Braunfels Civic Convention Center. At that time you will be further honored with a framed certificate for your contributions to the community in the field of downtown development.

Sincerely,

Robin Jeffers
Chair of the Board