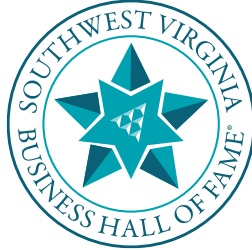


FOR IMMEDIATE RELEASE May 2nd, 2023

## Southwest Virginia Business Hall of Fame Announces 2023 Date & Honorees



**ROANOKE, Va. (May 2nd, 2023)** -- Junior Achievement of Southwest Virginia's 32<sup>nd</sup> Annual Southwest Virginia Business Hall of Fame, November 2<sup>nd</sup>, 2023, presented by Atlantic Union Bank, has announced its honorees for 2023:



Two regional business leaders are being recognized as **Laureates** and added into the Southwest Virginia Business Hall of Fame:



**Doug Juanarena**  
Serial Entrepreneur,  
Investor & Advisor



**Robert Archer**  
President & CEO  
Blue Ridge Beverage Co.



Also being honored at the 2023 Annual Business Hall of Fame event is **Greg Terrill, Founder & CEO of Txtur as Entrepreneur of the Year.**



And **Kat Pascal, Co-Owner of Farmburguesa and Founder of The Roanoke Latina's Network as Social Entrepreneur of the Year.**

The many business and community contributions of the four honorees will be recognized at the 2023 Annual Business Hall of Fame dinner **November 2nd at the Hotel Roanoke & Conference Center**. They will join 64 Laureates who have been inducted in the Hall of Fame since 1990 and 12 Entrepreneurs. These honorees were selected by a committee of regional business leaders and previous Laurates.

JA Southwest Virginia President Keri Garnett states, “as the new President of Junior Achievement Southwest Virginia, I’m excited to honor this year’s nominees on behalf of JA and celebrate our region’s business successes. As someone who was born and raised in Roanoke, I hope this year’s honorees inspire young people in our area to take chances and give back to their community in the future.” The event begins with a reception at 6 p.m., with dinner to follow. Tickets are \$160 per person or \$1,250 for a table of eight, sponsorships are also available at different price points. Proceeds benefit Junior Achievement of Southwest Virginia, which has served over 500,000 students since its founding in 1957 with innovative, relevant programs delivered in schools by volunteers from the business community.

**Join Junior Achievement and attend the 32nd Annual Southwest Virginia Business Hall of Fame.** Be a part of the biggest night in business and recognize achievements of the past and inspire greatness in the future.

For sponsorships and additional information, please visit: <https://swva.ja.org/events/southwest-virginia-business-hall-of-fame-2023>

**Or contact**

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**About Junior Achievement of Southwest Virginia (JASWVA).** Our purpose is to inspire and prepare young people to succeed in a global economy. For over 65 years, since our founding in 1957, we have reached over 527,000 kids in our region. JA programs are taught by volunteers from the local business community. For more information, please visit [www.jaswva.org](http://www.jaswva.org).

