

Media Release

Community Futures British Columbia

FOR IMMEDIATE RELEASE

Community Futures British Columbia (CFBC) Welcomes Jennifer Wetmore as New Executive Director

Mission, B.C., October 1, 2025: Community Futures British Columbia (CFBC) is pleased to announce the appointment of Jennifer Wetmore as its new Executive Director, effective October 1, 2025 at the start of Small Business Month.

Jennifer takes on the role from Wendy McCulloch, whose involvement in the Community Futures network spans 25 years; serving at Community Futures Okanagan-Similkameen, Community Futures Boundary, and at CFBC since 2020 – arriving a critical time in the network's evolution.

Jennifer brings more than two decades of leadership experience in community economic development, strategic planning, and program delivery. She has been a long-standing leader within the Community Futures network, most recently serving as General Manager with Community Futures Boundary in Grand Forks. In that role, Jennifer helped strengthen local economies through innovative programming, business support, and collaboration with a wide range of community and government partners.

"I am honoured to be stepping into this provincial role at such an exciting and pivotal time for CFBC," said Jennifer. "Community Futures offices are on the front lines of supporting rural businesses and communities. I look forward to working with our members, our Board, and our partners to build on our strong foundation and expand opportunities for growth across British Columbia."

As Executive Director, Jennifer will provide strategic leadership to CFBC's provincial office, working closely with the Board of Directors, 34 Community Futures organizations across the province, and key stakeholders, including Pacific Economic Development Canada (PacifiCan) and the Government of British Columbia. Her focus will be on strengthening collaboration, enhancing operational capacity, and ensuring the Community Futures network continues to deliver meaningful impact in rural and Indigenous communities.

"Jennifer's track record of innovation, integrity, and commitment to community makes her the ideal person to lead CFBC into its next chapter," said Troy Dungate, Board Chair of CFBC. "We are delighted to welcome her into this role and look forward to the energy and vision she will bring."

CFBC thanks all stakeholders and partners for their ongoing support as the organization continues its mission of building resilient, sustainable, and thriving rural communities across the province.

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