

Social Collective Presentation for Small Business Owners

THANK YOU TO OUR SPONSORS



Jeffrey Fitzgerald is the livestream producer and partner for Social Collectives TV. In his 40th year of broadcast and streaming media, he is a 3x 2020/2022 Regional Emmy Award winner. His media company JeffInHighDef.tv produces compelling marketing stories and virtual live stream shows for business.

All with the look, meaning and message of television. Jeff is also deeply involved in recruiting for the volunteer fire-rescue service with FireMedia.TV. A community campaign focused brand, providing strategic marketing vision and leadership development for America's volunteer first responders.

jeffinhighdef.tv



Lisa Ann Adams is the Founder of The Social Collectives and the owner of Artisan Plumbing Inc. She started the Loudoun County Social Collective in 2019 because she wanted to provide a positive online space for local businesses and charities to connect, collaborate, and network. Since then, the group has grown to over 16,000 members and has expanded to 8 counties including Fairfax, Prince William, Arlington, Tysons/ Falls Church/Vienna, Fauquier, Frederick, and Berkley County. She lives in Leesburg with two of her four children and her husband David Adams.

artisanplumbingc.com



David Hillelsohn is the founder of DHill Financial, LLC, a locally-based insurance agency focused on supporting the small business marketplace. As a small business owner himself, David understands the unique challenges of business owners, and while remaining independent, he can deliver a unique approach to insurance partnerships. His company is based in Fairfax County, and David has taken the reigns of the Fairfax County Social Collective and helped build this community to become the second-largest Social Collective group behind the original, the Loudoun County Social Collective. David loves seeing small businesses shine individually, and come together to see how they can make a difference in the community he calls home.

dhillfinancial.com



Tina Cross is the leader of the crew at McCabe's Printing Group. With decades of experience in the printing industry, she knows a thing or two about applying big ideas to a small print shop. Under her care, every project that enters our doors is guaranteed to be in smiling, capable hands. Plus, she's discovered the 25th hour of the day! When she's not working, Tina can be found crafting, gardening, and playing with her canine and feline companions. Rumor has it that she brings her pet dog Ruby to work EVERY day! Tina is also the Admin for the Tysons Corner/ Falls Church/Vienna Social Collective and absolutely loves creating awareness for all of the small businesses who are part of The Social Collectives. Being part of The Social Collectives has opened doors to new friendships and learning experiences.

mccabesprinting.com