



Alayna Stiffler serves as the Board Chair and sets the tone for the meeting and provide helpful, supportive leadership for the Board. She presides at executive committee meetings, oversees all organizational committees and facilitates the meetings to help meet the organizational growth and leadership needs. Working closely with the Executive and Leadership Committees, she helps to establish plans for the growth of FailSafe-Era, fundraising and programs.

She is the CEO of Connecting Visions and an Integrative Coach that helps to equip business owners with the resources and tools to help them identify their personal business brand and desired market. She understands the value of helping people learn how tackle challenges they may be facing in their business.

Alayna's passion is to help her clients create short and long term goals, consistently exceed their expectations and learn strategies to connect with their ideal clients for long-term business relationships. She can clearly define when a business focus is divided, a condition that creates chaos, poor or disorganized performance habits. She helps business owners nationwide with their day-to-day strategic development of consistent sales volumes and performing sales teams. She is a coach, mentor, keynote speaker and author with more than 40 years of experience as a business owner with corporate and a top performer in sales leadership.

She is a member of the Orange County Chamber of Commerce, has received the highest education award as a Distinguished Toastmaster with Toastmasters International, previously served six consecutive terms as an officer for The Toast of Fredericksburg and Founder and Immediate Past President of a closed club Wilderness Toastmasters. She attends Calvary Chapel of Spotsylvania and is involved in several ministries.

To connect with Alayna, she can be reached at Alayna.Stiffler@failsafe-era.org.