

Tarrah Beyer is a 20-year marketing veteran and new member of the board in 2018. Tarrah serves on the fund development committee and assists with strategic planning. Tarrah works for Port Washington State Bank in the role of VP/Director of Marketing, where she interacts with many charities in the area. Prior to her current role, Tarrah spent 17 years working for ad agencies Nelson Schmidt, Jacobson Rost and Bader Rutter, gaining experience in a variety of industries including agriculture, golf and turf, restaurants, consumer packaged goods, finance, and boating. Many of these categories included Wisconsin brands such as Culver's Restaurants, Miller Lite, Mercury Marine, Sargento Cheese and Patrick Cudahy. Tarrah resides in Hales Corners, Wisconsin with husband and cartoonist Dan Beyer, and has twin sons with autism. She holds degrees in Spanish and in Marketing from the University of Milwaukee.