



## Executive Director Update

November 15, 2011

### **Board Retreat**

It has been an action packed couple of weeks around the WTA! Last week we had our Board Retreat in Spokane and what a strong board we have! All members were energized and on board! We had great discussions about the future direction of the organization. We discussed and prioritized our "to do" list. We refined our message and identified where we needed to be more focused. You will be hearing much more once we get the results compiled. We hope to have the strategic plan posted on the website very soon.

During the retreat, each committee reported out on their successes. They have all been working diligently to address our short time lines and limited budgets. The dedication and power of these volunteers has been beyond amazing.

**Website Committee**-The BIG news here is we got the green light from the State to transition the [ExperienceWa web site](#) to the WTA as of January 1. Cheryl Kilday shared the committee's business plan they presented to the State for the website and the consumer data base, and both were approved. The committee has selected regional content reps that will maintain the site and keep the information fresh and pertinent. The team is now working with the Department of Commerce on scheduling training for all the regional reps.

**Long Term Funding +Advocacy**-The committee met and will be evaluating other state's funding models. The committee is identifying who needs to be included in future conversations. They will be reporting out their plan at the 2012 Summit.

**Summit/Events Committee**-And speaking of the Summit....**save the date!** Yes, we now have the date for our 2012 Summit. The event will take place on **April 5th at the Sea Tac Hilton Hotel**. We will be filling you in on details next month, but we just wanted to make sure you got it on your calendar. The committee is also identifying locations and themes for other future fundraisers.

**Marketing/Communications Committee**-There is just so much to accomplish within this committee that the decision was made to break it into sub committees. To date we have subcommittees for social media, special projects, long term projects and short term projects.

**Membership Committee**-Monique Trudnowski presented the fund raising kits she and her team have put together. We are very excited about our offerings at all levels, and I know the kits will be very well accepted.

### Getting the word out

The WTA word is still getting around! I had the wonderful opportunity to speak to the Main Street organization in Alderwood, the NW Marina and Boatyard Conference in La Conner and upscale tour operators in Spokane - all in two days! But what a great way to see the state! The foliage was tremendous at Hood Canal and the beauty of our water ways and coast line still take my breath away. The abundance of beauty in this State never ceases to amaze me.

In closing, know that your volunteers and staff are working very hard towards the success of this organization. It has been an exciting and rewarding few months and I continue to be amazed at what has been accomplished in such a short time.

Wishing you and your family a wonderful Thanksgiving!

*Suzanne Fletcher*  
Executive Director, WTA

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