

Memo to the Board of Directors of The Washington Association of Accountants; and members at large, of the same order:

Having the privilege of being in the President's position during this time of significant transition and from this position of leadership, I want to speak to the Association in total by commending it for the special effort many have engaged in by recognizing the need and choosing to support decisions to adjust the trajectory of this Association.

From my position, it was more than just remarkable to observe, participate in and lead the process of the membership moving through a significant Bylaw revision. The lead-up discussion was fierce at times, as we are an association of professionals with honed critical thinking skills. The final collaborative engagement was of a high order; simply an artistic rendition of how a group of talented, strong leaders can engage in the process of argumentation and come out the other side with a carefully crafted solution that accommodates everyone. I was hopeful at the beginning, discouraged at times along the way, but simply overwhelmed by the fusion of collaboration in the room of decision. The Association was well-served by the unison in that room. It was truly a concerted effort, with many leaders playing significant roles, be they laborious or small in scope.

Everyone who took the time to be involved in the process hopefully has a sense of accomplishment for their effort. The Association is grateful toward you for your dedication and involvement.

Now, then: With the newly revised Bylaws, come the Chair assignments for the Standing Committees.

They are as follows:

Education Committee: Cindy Polley, EA, ABA, ATA, Chair

Membership Committee: Sonia Smith, ATP and Melanie Levno, EA, Co-Chairs

Legislative Committee: Kathy Jolly, EA, ABA, ATA, Chair

Editorial Committee: Astrid Arola, CPA, Chair

Chapter Coordination: Charles Grass, CPA, ATA, ATP, Chair

The above are the Standing Committees, required to have chairs appointed.

Nominations Committee: Astrid Arola, CPA, Chair

The above is a Standing Committee required in the Bylaws to be chaired by the Past-president.

The following chart outlines the new committee structure:

(The above referenced committees are listed as well as the all former standing and special committees.)

Chair						
						President/Past-Pres
<u>CindyPolley</u>	<u>Sonia/Melanie</u>	<u>Kathy Jolly</u>	<u>Astrid</u>	<u>Charlie</u>	<u>Astrid</u>	<u>Pres-elect</u>
<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Special</u>
<u>Education</u>	<u>Membership</u>	<u>Legislative</u>	<u>Editorial</u>	<u>Chapter Coordination</u>	<u>Nominating</u>	<u>Strategic Planning</u>
	<u>Sub-cmttee</u>	<u>Sub-cmttee</u>	<u>Sub-cmttee</u>	<u>Sub-cmttee</u>	<u>Sub-cmttee</u>	
	Member Services	IRS Liaison	Tech	Convention		
		National Affairs	Public Relations			
<u>Moved to Function or future Task Force</u>						
	Ethics / Grievances			Awards		Insurance
	Admin Proc					Budget
	Historian					Exam
	Member Welfare					Long Range Planning

At our recent Board Strategic Planning Retreat we moved through a “focusing” exercise, as outlined in a book written for associations: *The Road to Relevance*, Harrison Coerver and Mary Byers, CAE, authors of *Race for Relevance*, which was read by the entire board a year ago and which pointed us in the direction in which we are moving.

We took the time to matrix our current programs, activities, services and products and then score them along seven (7) “relevancy” attributes. This helped us to see and better understand those programs, services, activities and products that were “effective use of time” with regard to meeting our mission statement: “..... to promote and protect the right of every member to practice accounting and taxation; to provide the services and professional education necessary to maintain and improve professional competence.”

Clearly, education was pinnacle on the scoring sheet. Our focus was clarified. How, when and where we meet the education call of our mission will be central to any and all strategic planning the board does for some time to come. As we are all becoming more aware, how education is delivered and how it is being sought out, are changing with technology. The board will seek out, outside expertise regarding web-site presence, messaging and market surveys, as they pertain to fulfilling our mission.

This board is energized by the revision of the Bylaws and is certainly motivated to secure the opportunities that are more accessible due to that revision. Most importantly, the board is committed to making the WAA a “value proposition” for every member who sees value in WAA’s Mission.

In service to all,

Jerry Gintz, President, WAA