

**Here are the Five Questions we discussed: What Is Our Mission? Who Is Our Customer? What Does the Customer Value? What Are Our Results? What Is Our Plan?**

Answers to Five Questions by Pam Cody

Our mission continues to be to provide education and resources to help our members increase their competence, grow their practices, and enhance their professionalism. However, the means of accomplishing the mission must be brought into the 21<sup>st</sup> century.

We should re-invent WAA with a modern, fresh face. We must increase our social media and web presence. We need to offer more education via webinars, and offer virtual meetings with video conferencing.

Although our primary customers will continue to be small firm owners and sole practitioners, we can reach out to students, employees, educators and other potential members by offering job boards and mentoring connections to help them accomplish their career goals. We should also increase our media presence (social and otherwise) to build a reputation for being the organization addressing tax and accounting issues in our state. That will make it more 'cool' to be associated with WAA, and thus attract more members.

We will know we are accomplishing our goals as we see membership increase, more members bringing guests, WAA mentioned in media articles and social media buzz, and a higher level of professionalism exhibited by our members.