

Los Angeles Board Retreats to Plan Strategic Advances



2015-16 WTS Los Angeles Board Retreat, Photos © John Livzey, 2015

With new chapter president Amanda Smith of Fehr & Peers at the helm, the 2015-16 WTS Los Angeles board held a retreat on February 10 in the beautiful Ming Hsieh Boardroom in Ronald Tutor Hall on the University of Southern California campus.

Smith described the retreat's primary objective as establishing a two-year business plan. As part of establishing that plan, board members brainstormed on creating a greater operating budget and increasing the Los Angeles chapter's membership. Woven through these discussions were preparations for the 2015 celebration of the chapter's 30th anniversary.



Key board goals of the two-year business plan include:

- Increasing membership to 400 by the end of 2015. Smith noted that chapter membership has risen as high as 550, so she sees this growth as within reach.
- Increasing operating funds to maintain four- to six-months' worth of expenses. This equals \$60,000 to \$75,000 on hand and would simplify event planning. More funds would also provide the latitude needed for special projects such as international transportation scanning tours WTS-LA led to London, Australia and Panama in the past.
- Planning the chapter's 30th anniversary celebrations.
- Increasing corporate sponsorship by five companies per year.

The Board looks to accomplish membership growth through its monthly programs during 2015, as well as member benefits such as a formal mentoring program and professional development roundtables and outreach to scholarship recipients and underrepresented segments of the industry.