

MEMORANDUM

TO: Marin Builders Board, Members and Staff
FROM: Rick Wells, Chief Executive Officer
DATE: May 3, 2016
RE: GUIDING PRINCIPLES - Updated



The purpose of this memo is to bring you up to date on our vision for the Marin Builders Association going forward.

The Marin Builders Association is an active, relevant, sustainable, and influential membership organization.

Over the past two years we've worked together to build structure and a strong foundation for our business. We are creating a sustainable business model that reinforces membership value. We're growing our outreach efforts, issue advocacy, and partnerships in the community. We're continuing our work to develop new, relevant, and beneficial programs for you.

As we move forward, the Marin Builders Association will:

- Treat our Members and one another with Respect and Courtesy - We will accept responsibility for our commitments to one another and to our members.
- Reiterate the Value Proposition of Membership – Membership is an investment, not a donation.
- The Marin Builders Association will Focus on Measurable Results - We will track our accomplishments and communicate them to our membership and community at least annually.
- Communicate with our Members - We will re-establish our online presence, create additional online opportunities for engagement, and provide more channels for stakeholder feedback.
- Establish a Culture of Vibrant Business – Our business will be financially solvent by the end of 2017. “Not for Profit” is a tax status, not a business plan - We will actively pursue investment in the Marin Builders Association.
- Empower our Staff and Members to Action – Our office will be a collaborative, productive, candid, positive and supportive work environment that fosters the achievement of measurable results.
- Establish an Efficient Operational Structure – We will be guided by clear business planning from Board, to Committees, to CEO and Staff. We will update our progress toward our strategic plan quarterly.
- Build trust with our members, on our Board of Directors, on our staff and among our volunteers – We will be transparent in our intentions and our actions.

Please feel free to contact me with any suggestions, concerns, or feedback. I look forward to working together to create an active, relevant and sustainable Marin Builders Association.

A handwritten signature in black ink that reads "Rick Wells".

Rick Wells
Chief Executive Officer