



# H. A. W. C.

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*Richard S. Keesecker*  
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*Tracy Salvagno*  
Board Vice Chair

*James W. Brown*  
Board Member

*Judith E. Ferro*  
Board Member

*Mark Goldsmith*  
Board Member

*Tim O'Rourke*  
Board Member

*Vacancy*  
Board Member

*Richard Willson*  
Executive Director

## Executive Director Goals for 2011

- Form a 501(c)(3) organization that will smoothly integrate with HAWC using the BME expansion as the initial business model.
  - Model reviewed by HAWC board by 3/31/2011 - 3
  - Recognized by State and IRS by 6/30/11 - 5
- Begin practice of making an HAWC annual report to the BOCC by 1/31/2011 that will focus on HAWC strategic initiatives.
- Provide IT support for HAWC that gives all staff responsive access to necessary system resources. All workstations should be running on the same basic hardware platform and no workstation should run slower than another.
- Maintain a HAWC focus on excellence and professionalism as measured by attainment of occupancy percentages lower than 2%, inclusion of strategic goals in individual evaluations and completion of ED-provided training on professionalism.
- Achieve consistency and excellence in marketing by bringing all forms of communication under one set of style rules that clearly and effectively brand HAWC (including business cards, email logos, web design and usability, letterhead, correspondence of all types, public presentation materials, signage, name badges and promotional materials).
- Gain HUD approval for Conversion of public housing by 6/30/2011.
- Create an RTO program that is poised for a \$2 million expansion secured by the value of formerly public housing units by 6/30/2011.

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