



## Executive Director Update – January 2016

Happy January,

It is playoff hockey time at my house. What I always find fascinating is the way the boys pull together and manage to play just that much better, that much more as a team when in reality the only thing that has changed is the addition of one word – playoffs. There were no additional practices, we didn't get any new players and none of them were provided with magic sticks and skates. What changed was the boy's perception of the importance of the games and how they could step up their play to make them competitive.

There is the same feeling among the staff at Central Counties. We have a concrete, board approved direction in our [Destination Management Plan](#) (DMP). Our [2016-2017 Business Plan](#), which directly supports the organization as we move the needle towards achieving the DMP, was approved by the Board at the end of December. You will notice that we are focusing our attention on industry equipping to provide our stakeholders opportunities to become more competitive in the tourism market. We are also investing in research so that we can all make better business decisions. To make sure that we are providing the right opportunities to meet your needs, Central Counties is conducting a Stakeholder [Tourism Readiness Survey](#). I cannot stress enough how important and beneficial it will be for you to take 15 minutes or so to complete it. The more information we have, the better the resources we can provide.

We have also finalized the [2016-2017 Partnership Opportunities](#) and are excited to share them with you. The project supports the business plan and provide you with great opportunities to stretch your limited resources. We have done away with cumbersome applications and don't be surprised if you get a call from us asking if we can partner with you.

All of this focus, renewed energy and tangible goals makes it feel like playoff hockey time at Central Counties. The staff is stepping up and digging deep. Unfortunately, that's where the similarities of this analogy come to a screeching halt. For whereas Central Counties is poised to go the distance and bring home the gold, my boys teams, even with their renewed dedication and effort, are destined to get knocked out in the first round. But I still admire the effort and tenacity they show every time they step on the ice against a higher ranked team.

If you have any questions or would just like to reach out, I am always available at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca).

Have a great day!  
*Chuck Thibeault*