



AWCI Strategic Action Committee 2011 Annual Report

Ron Landberg, Chair

The members of this committee began meeting in April 2011, and started by reviewing all recent Strategic Action Committee documents, including the reports from outside consultants and the 2001 strategic action plan. The committee then began discussions of AWCI and produced a lengthy SWOT analysis that listed numerous strengths, weaknesses, opportunities and threats associated with AWCI. From there, those items were distilled down to several key items that the committee wishes to investigate further.

The committee is continuing to meet, and will have more to present to the AWCI Board of Directors in the near future.

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