

Dear Esteemed NDASA Board,

It's been my privilege and pleasure to contribute to this amazing and impactful organization. To recollect, I've been a Board Member since 2021 (3yrs) and held Marketing Chair since 2023 (1 yr). During my tenure, I've committed to both Board Activities as well as Member activities online and traveled as necessary. I'm an active participant in discussions, with the intent to listen and activate the Board's vision, mission and values in real time. I advocate for Board membership in private and public settings, specifically including NDASA Membership as a step for all start ups that I work with.

As Marketing Chair, I established a strategic marketing plan to increase membership enrollment, membership retention and support all NDASA programming. If re-elected to the Board, I will continue to advocate for workplace and community safety by combining value added perspective in our collective Group Think and operationalizing the decisions effectively. NDASA has positioned itself as the driving force in this industry. With a laser focus on *marketing* that meets Sponsors, Members and Community where they are, this organization has the capability to unite diverse interests into a single outcome for improved safety.

My experience in adult education, Big 4 consulting and project management for varied verticals enables me to serve the Board in a variety of ways. For example, I was able to introduce a project management tool and organize takeaways following the 2022 Annual Meeting for the Executive Director. It is my hope to continue supporting NDASA in this way in this next term. There is lots of work to do. I'm prepared and willing.

Thank you for your consideration,

Best Regards,

S. Michelle Foye, MBA, PMP, CSM