

Letter from the Executive Director

Dear WPOA Member,

Happy New Year! As you know, 2014 is a big year for the Worcester Property Owners Association. We've completed our year-long restructuring effort. Our focus going forward is going to be in two areas that we hope will make a difference to you:

1. High quality services.

1. We're working hard to bring you fresh, informative speakers on new and recurring topics.
2. We also want you to have time to socialize with and get to know other landlords. This is why we're shortening the formal program and allowing for plenty of time afterward to talk to speakers and fellow landlords.
3. We're also going to pursue cost-saving programs and partnerships. We've already reached out to Home Depot and AngiesList and hope to push those over the goal line soon.

2. Legislatively effective presence.

1. This means growing our membership to impressive numbers. I would love for us to grow large enough to use the current meeting room as a setting for dinner and networking, and to have the speaker portion be in the Worcester Tech auditorium.
2. We're in the process of migrating to a new website that will let us have much broader reach. More on that next month.
3. We want to really become friendly with our legislators and city officials. Like Kennedy said, it's not just what government can do for us, but what we can do for our government. How much easier would it be for our elected officials to get stuff done if they knew they had the support (or at least counsel) of landlords across Worcester County? How much easier would it be for us then to accomplish our own goals?

Here's the problem: I need your help. If I can get every member to do one little thing for the organization, we'll grow faster than ever before. Please take a moment to think about what you'd like to contribute -- even if it's only a one-time deal -- and let me know what that is. If you'd like to get involved more regularly, we have plenty of short, easy opportunities.

If you'd like to contribute but aren't sure what would be helpful, stay tuned, we'll be offering a list of "easy, high impact" contributions that you can make.

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