

Member at Large statement for election

Hello to my fellow guides.

It has been my pleasure to represent you on the board for the last 4 months. I was asked to join the board after a member resigned. I hesitantly said yes, but it has been a great experience. It has allowed me to ask questions about the processes and things that happen, as well as see all that needs to be done. There is a lot that can be done.

I would love to continue as a Member at Large on the Executive Board. My priorities will include:

- Advocating for Guides and Guests through communication and rebranding
- Making sure any budget expenditures benefit the largest amount of guides in our membership as possible.

Since joining the board, I have become a Co-Chair of the Rebranding Committee. This is an essential move forward for the brand of GANYC. We are working towards a cohesive and visible brand to raise the profile of the organization for guests, the industry, other guides and the City of NY.

I would also like to work with other committees to make inter-committee communication easier and more efficient. I would like to assist with finding a way for the committees to reach out to the membership for specific needs. As someone who has had a problem connecting with some committees, I want to make it easier for everyone to be involved if they wish. As we know "The More You Put Into GANYC, The More You Get Out Of It".

It is also important to make it easier to include Industry Partners in our tours and daily outings. I would like to find a way for the membership to use our industry partners and suggest them to their guests.

There are so many ways we could raise the profile of GANYC to non-member guides, guests, NYC citizens and the Industry as a whole. I hope you will allow me to be an approachable advocate for this organization as we enter a new era in NYC Tourism. 2026 has so many events happening in and around the city. I want to be able to take your needs, ideas and concerns to the board.

Sincerely

Cherie Davis