

Jeremy Wilcox – GANYC Presidential Candidate Statement

I am running for President of GANYC because I believe that, in my 9+ years of service to this organization, I have proven to be its most dedicated and dependable volunteer, as well as one of GANYC's biggest cheerleaders. And, in a time of growth for GANYC, but also uncertainty in our industry, I believe I am best suited to provide the leadership that GANYC needs to maintain that growth, and move itself forward organizationally.

During this time, I have served the following positions:

- Chair of Public Relations Committee (2016-current)
- Co-Chair of Membership Committee (2018-current)
- Serves on Education Committee, and Rebranding Committee
- Previously served on Awards Committee, and have provided regular assistance to the Industry Relations and other committees
- 3 previous terms on Board (one Member-at-Large, two Treasurer)

My work as PR Chair in particular has gained GANYC coverage on major outlets like the New York Times, NY1 News, ABC News, and many others on repeated occasions. This year, I arranged to have several members speak with the press about the impact of current federal policies on international tourism to NYC, ensuring GANYC is seen as a go-to source for media coverage about New York tourism.

But beyond that basic resume, while countless great GANYC members provide invaluable volunteer service (and deserve endless thanks!), I believe no one volunteer has done more to *individually* help, or be there for, more members than myself over the past few years. That level of engagement and individual support is one I would bring to my work as President.

And my organizational reliability has kept GANYC flowing seamlessly for its other great volunteers. My mastering of our backend system-- WildApricot (WA)-- has benefitted every single GANYC Committee since its adoption in 2017, as well as my work in providing numerous Committees how-to videos and general support. I have put out countless fires in my time with GANYC, and have also worked to aid both Committees and elected Boards with smooth transitions in these regards.

And I believe I have shown great professionalism and selflessness in my leadership capacities.

My previous time on the Board was part of a great team that helped shepherd GANYC

through the Covid pandemic, at a time when our industry was put on “pause”, and many members left guiding. We worked to ensure that GANYC become *more* active, not less. Though that came at some cost (as our expenditures remained at set levels, while our revenue significantly dipped for a few years), I am proud to have left that office by crafting a resetting budget that then left GANYC with a roughly \$10,000 surplus at the end of that fiscal year. And my work on the Membership Committee (with our great Chair, Ann McDermott) brought our membership numbers back, and now past, our pre-Covid levels.

I am proud of my 9+ years of service, and can do so much more if given the honor of being your President.

Goals:

My overarching goals for my presidency would be to help shape a *new* generation of GANYC leaders, and to empower them to learn its systems and forge new initiatives. And especially to help make GANYC run more efficiently, so future volunteers can focus more energy on what is most important in GANYC... its members.

My other related goals for my presidency:

- To work with our elected Members-at-Large, to help them be the best representatives for our membership, and to make sure members better know who to go for their specific concerns and needs more generally.
- To ensure every Committee has at least one tech-savvy core member, so that these tech tasks are no longer handled by a few GANYC members. In doing so, work with the IT Committee to help better train each Committee in our WildApricot system.
- To ensure a more uniform approach to large GANYC initiatives, to be more efficient and ensure better transitions between leadership in this regard.
- To finalize reforms to our Industry Partner program
- To better streamline GANYC communications generally.

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Beyond all that, I believe my wider resume speaks for itself. And so here, I have divided my work for GANYC into specific categories.

My specific ongoing tasks for GANYC include:

A. Membership

- (1) Assist in recruitment of new members, via various platforms.
- (2) Assist with check-in at most membership meetings, including making sure that

materials (labels, pins, lanyards, etc) are available.

(3) Mail new member packets, or otherwise provide needed materials, to all new members of GANYC.

(4) Coordinate and plan twice-a-year new member orientations.

(5) Assist with planning various networking events.

(6) Coordinating annual membership renewals with the Treasurer

(7) Helping plan, and facilitate in WA, new Emeritus Member program.

B. Communication and Promotion

(1) Manage all GANYC social media channels (Facebook, Instagram, X/Twitter, YouTube, Threads, Bluesky), including overseeing the GANYC members Facebook group.

(2) In this social media work, making sure that GANYC members active on Instagram and other platforms receive "likes" and other engagement from GANYC to help boost their place in those algorithms.

(3) Outreach to the press about major GANYC initiatives

(4) Keeping track of when GANYC or its members are covered in the press, and making sure that is being promoted across our social media and website Blog.

(5) Regular emails to membership with reminders and updates.

(6) Record all monthly membership meetings, and post them to GANYC's YouTube channel.

C. Support and Website

(1) Manage the majority of WildApricot tasks for GANYC. This includes: Putting up FAM tour and membership meeting listings, sending out regular e-mail blasts to members, and basic WA updates.

(2) Likewise, assist other Committees, as needed, with WA training.

(3) Manage the GANYC website Blog.

(4) Make sure that all GANYC virtual content (webinars, etc) are uploaded to YouTube, and then listed in GANYC's evolving Digital Library, which I created in 2020.

(5) Assisting Industry Relations Committee with processing new partner applications.

(6) Assist Awards Committee with updating the website pages for each year's Awards, making sure the page is updated throughout the nomination process, and afterwards with results and video.

D. Education

(1) Process FAM tour proposals for Education Committee, and coordinate those between the Committee and the volunteering guides.

- (2) Run most of the Zoom sessions for the Education Committee
- (3) Moderate majority of virtual FAMs and PDPs over last 5 years.

Thank you all for your support of my candidacy. If elected, I promise to be the most dedicated President possible for this amazing organization.