

## Welcome, Jack McDougle!

This was a pivotal year for the Greater Washington Board of Trade. In February, we welcomed Jack McDougle to take the helm of this historic organization. Jack and his team have moved quickly to meet with members and lay the groundwork for a new strategic direction.

For 130 years, the Board of Trade has helped to shape the development of this region. Its members—many of the most influential non-federal organizations in the area—have used their collective power to drive progress.

Jack's vision for the years ahead is to build on that history and drive the smart innovations the region needs for sustainable and inclusive economic growth. This strategy recognizes that the Board of Trade's network has a unique ability to improve quality of life in the region, and that doing so will create a better business environment for members.

## Smart Region and Government Relations Task Forces

In 2018, we formed a Smart Region Task Force of nearly 100 members to explore how smart city concepts can boost inclusive economic growth and livability. We also convened the Government Relations Task Force to look at the region's challenges through a legislative lens. Both groups were asked to identify issues most in need of innovative solutions. We have identified the ten priorities at right.

Each of these ten issues will have a dedicated "solution group" made up of members. Each group will be led by co-chairs, meet at least four times per year, and think comprehensively about how smarter public policy, technology, business actions, and social practices can lead to positive change.

The Smart Region Task Force and the Government Relations Task Force will each meet at least twice in 2019 to assess progress across all ten issues.

Together, we will determine what needs to be done and use our collective influence to make big changes happen. If you are interested in participating in any of these groups, please contact Ashley Desing, Director of Programs and Events, at [AshleyDesing@bot.org](mailto:AshleyDesing@bot.org).

## Solution Areas

- 1. Energy & Resources**
- 2. Global Best Practices**
- 3. Housing & Urban Design**
- 4. Resiliency**
- 5. Social Engagement**
- 6. Technology & Innovation**
- 7. Tourism**
- 8. Transportation**
- 9. Wellness & Livability**
- 10. Workforce & Education**

*Jack McDougle introduces the smart region concept to members in May, 2018.*



## Pilot Projects

While our solution groups gear up, several pilot project will test early promising ideas.

- ▶ **Smart Healthcare for Veterans:** The Board of Trade believes it should be easier for veterans in our region to get the healthcare they need. Forty area organizations in healthcare, technology, nonprofit work, consulting, the Department of Defense, and other industries and agencies have teamed up to develop smart solutions. This diverse group is enthusiastically pooling their knowledge and perspectives to set meaningful goals based on the needs of patients.
- ▶ **Closing the Digital Divide:** Free, city-wide Wifi won't just delight workers and tourists—it can help low-income families access important information, connect with loved ones, and educate their children. Several Board of Trade member companies are exploring a partnership to bring Wifi kiosks to all areas of the city. In 2018, the partnership formed and a business model is under development. More details will be announced by early 2019.
- ▶ **Increasing Food Security:** Everyone deserves to eat healthy food, but one in seven D.C. households experiences some form of “food insecurity,” according to D.C. Hunger Solutions. Several Board of Trade member companies in the food and beverage industry have teamed up to explore how new public policies and business investments can make healthy food more accessible to low-income communities.

## Events

The Board of Trade events team will produce over 100 events and high-level meetings by the close of 2018, averaging two gatherings per week. Our events are diverse in style so that members can engage in ways that best meet their preferences and professional needs. Event sizes range from intimate meals with a dozen peers to high-profile, ballroom-sized signature conferences. Some events are designed to be social and others are intended for focused conversation and learning on important topics. We know that the elevated networking that happens at our events is extremely important to members and we will continue to invest in this member benefit.

*Clockwise from left: Members gather at the 2018 Mid-Winter Dinner; Board of Trade Chair Kim Horn addresses members at the January Annual Meeting; Members mingle at the Fall Business Classic on the roof deck of the newly-constructed International Spy Museum building.*

