



Application for Appointment to the Economic Diversification Commission

Date: January 22nd 2018
Name: Laurine Regan
Company or Organization: Valdez Convention & Visitors Bureau
Physical Address: 309 Fairbanks Drive, Valdez, AK 99686
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Please mark the industry sector seat for which you are applying (choose one):			
X	Accommodations		Retail
	Commercial Fishers		Seafood Processing
	Contracting/Trades		Sport Fisheries
X	Food & Beverage		Summer Tours & Attractions
	Healthcare		Transportation
X	Micro Business/Non-Professional Sole Proprietors		Utilities
	Oil & Gas		Winter Tours & Attractions
	Professional Services (attorney, engineer, banker, real estate, media, etc.)		

Please describe your qualifications to represent the selected the industry sector:
 Currently the Executive Director of the VCVB.

Please describe what resources you can bring to the Interim Measures process:
 The resources I bring to the Commission are via a 30 plus year long and diverse career of marketing; advertising; brand development and international business to business development with Top Fortune 500 Global companies. I believe these career skill resources will encourage the intersection of the business community and the City of Valdez to provide a degree of conceptual uniformity required if interim measures are intended to complement the community of Valdez.

Please describe your vision for the economic future of Valdez:

Some might not realize that Valdez already has diverse opportunities within the community itself, that hasn't been tapped into yet. I vision the possibility of future growth through the development of new markets. As Valdez taps into new markets, product innovation will form and drive the economic diversification outcome. Whilst diversification is always risky, by developing and growing new markets and expanding on the current diverse products/services Valdez already has, this can reduce the risk of failure. I don't foresee Valdez continuing the same path it has been on since I arrived here 8 years ago. I strongly believe, Valdez has what it takes to be innovative in its global market offering.

A handwritten signature in black ink, appearing to read "W. Valdez", written over a light pink rectangular background.

Signature:

Date:

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