MEMO

TO:

FROM: Janice Welsh, Assistant Vice President

DATE: July 14, 2017

RE: Strategic Planning for Next Year

Our annual strategic planning session has been scheduled for July 28 from 9 a.m. to 5 p.m. at the Sandpiper Lodge. Breakfast and lunch will be provided. Our top priority will be to review the success and revenue of our cruises from 2016 and 2017-to-date and develop a schedule for next year. Also on the agenda will be a discussion of company successes, areas that need improvement or attention, and the approval of the budget for 2018. New cruise themes and destinations will be presented in addition to ship upgrades and potential sales and marketing strategies. Come prepared to brainstorm and plan for a fabulous 2018 cruise season.

Contact me with any questions or if you need directions to Sandpiper Lodge.