



# Virginia Assisted Living Association

*“Virginia’s Unified Voice for Assisted Living”*

To: Professional Organizations in Need of Strategic Planning Services

From: Judy Hackler, Executive Director  
Virginia Assisted Living Association, PO Box 71266, Henrico, VA 23255  
(804) 332-2111 ~ [jhackler@valainfo.org](mailto:jhackler@valainfo.org)

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Re: Marie Stravlo, Governance Gal

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The Virginia Assisted Living Association (VALA) recommends Marie Stravlo with Governance Gal to provide strategic planning services for any professional organization.

VALA’s Board of Trustees and Executive Director recently worked with Marie to develop an initial strategic plan for both short and long-term goals for the association. The strategic plan identified goals and strategies that were achievable but also motivational. Marie helped the Board to adequately brainstorm strengths, weaknesses, opportunities, and threats that could then be included in the overall evaluation for developing the goals and strategies. Marie made the process non-intimidating by welcoming and encouraging ideas and comments from everyone. Marie worked within the timeline set by the VALA Board and presented a usable document VALA could continuously update over the years.

We thank Marie for working with VALA on evaluating the past while realizing the present in planning for the future. It was a pleasure to work with Marie, and we would welcome the opportunity to do so again.