

MESSAGE FROM THE CEO

In 2006, Wernle made significant accomplishments that moved the organization closer to best practice models. The agency experienced a substantive evolution in the organizational and service culture since its last strategic planning efforts. Certain critical elements contribute to the positive change that is spurring innovation in Wernle's ethos, which include but are not necessarily limited to:

- The shift to a business-like management style employing a strategic and proactive approach;
- A consistent, value-driven staff with customer service focus eclipsing ethical dilemmas;
- A best practice philosophy, which embraces a clinically-sound service provision foundation;
- Developing services that promote Wernle's strengths with the intention of enhancing its image amongst stakeholders.

To realize the vision of becoming a first choice provider in rebuilding relationships and restoring hope, Wernle recognizes the importance of decision-making that ensures its ability to successfully respond to changes in the environment. In 2006, Wernle identified the following as the most critical issues affecting its future:

- Developing management and staff competencies;
- Enhancing facilities by renovation and the acquisition of new furnishings;
- Ensuring ethically-sound, comprehensive education;
- Securing sufficient resources.

In response, Wernle's leadership devised and accomplished short-term goals to address these forces, which propelled Wernle's positive progression. By creatively developing effective responses, we are striving to put Wernle in the place of most potential.



A handwritten signature in cursive script that reads "Darrell R. Gordon". The signature is written in black ink and is positioned to the right of the portrait photo.

Darrell R. Gordon, CEO