

VISION

Setting the Table for
Wisconsin Hospitality Success

MISSION

Dedicated to the Success of the
Foodservice and Hospitality Industry

GUIDING PRINCIPLES

The WRA uses these principles in how we act and conduct business.

Integrity • Accountable • Inclusive • Transparent • Innovative

PILLARS

The WRA focuses on these core pillars to advance our mission.



VALUE

Member Value

Delivering and demonstrating membership value through available programs, benefits and services.



VOICE

Advocacy

Monitoring and influencing industry regulation and public policy at the state and local levels.



IMPACT

Industry Impact

Promoting the impact of the industry on the state's economy, jobs and the opportunities for a career.



TRAINING

Education and Workforce

Offering programs that support worker training and retention as well as member professional development.



STRATEGY

Strategic Sustainability

Positioning WRA for strength through governance and management excellence.

