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.