



**Bristol Bay Area
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*Bristol Bay Area
Health Corporation is
a tribal organization
representing 34
villages in
Southwest Alaska:*

Aleknagik
Chignik Bay
Chignik Lagoon
Chignik Lake
Clark's Point
Dillingham
Egegik
Ekuk
Ekwok
Goodnews Bay
Igiugig
Iliamna
Ivanof Bay
Kanatak
King Salmon
Knugank
Kokhanok
Koliganek
Levelock
Manokotak
Naknek
New Stuyahok
Newhalen
Nondalton
Pedro Bay
Perryville
Pilot Point
Platinum
Port Heiden
Portage Creek
South Naknek
Togiak
Twin Hills
Ugashik

November 12, 2013

To Whom It May Concern

Subject: Katrina Ling and Blue Ocean Strategy

Ms. Katrina Ling presented a short-but-significant Blue Ocean Strategy introduction to the Bristol Bay Area Health Corporation (BBAHC)'s Executive Committee of the Board on November 7, 2013.

Our Board was both extremely impressed and inspired by Ms. Ling's presentation to the "If she follows us home, can we keep her?" point. BBAHC and our Board have been looking for a method to put our strategic planning into action and Blue Ocean Strategy far exceeds that need—as it is designed to do. This was the first Board retreat in years from which the Board came away energized and Ms. Ling's presentation was the primary contribution to that excitement.

Ms. Ling's Blue Ocean Strategy introduction was necessarily abbreviated by the single day allotted. In that short time she skillfully addressed the highlights of the strategy, engaged the attendees with a series of activities designed to show the power of Blue Ocean practices, and provided a meaningful, focused result that will inform our planning in the future.

I am convinced BBAHC will continue to be in contact with Ms. Ling for further guidance and we are already planning our 2015 Board retreat around her schedule.

Thank you,

Jack Davis, PHR
Chief Human Resources Officer