

Substitute Resolution to develop and implement a new logo and brand

Whereas, corporate America has consistently redeveloped and updated their logos and brands in order to more closely identify its products with the general public, and

Whereas, the present logos (owls) and brand name (WISE) may have outlived their relevance after nearly 50 years, and

Whereas, the general public does not understand what “WISE” and “NMRA” stand for, now therefore be it,

Resolved, that there shall be established a special committee to solicit ideas for a new logo and brand identification from the membership via the Division newsletter, and be it further

Resolved, that the committee shall report its findings to the Division Board of Directors no later than it, May 2013.