

Strategic Planning Meeting  
8/7/18

Members present David Shockey, Larry Watkins, Craig Walker, Darwin Engelkes, Gary Gilbert, Shane Goss, Rick Lloyd, Dave Brewster

Meeting came to order

The role of the committee was discussed

The role of this committee is to identify, develop and recommend strategies, in alignment with the American Aberdeen Association Mission and Vision. 1. Clarify the organization purpose, 2. Guide in establishing priorities of the association, 3. Evaluate both the internal and external environment of the association, 4. Set a clear direction for the association, 5. set attainable goals for the future of the association.

Mission Statement:

To work with the American Aberdeen Association Board of Directors throughout the strategic planning process and in between planning cycles, including but not limited to: connect with members to ensure an inclusive planning process utilizing cohesive communication between standing committees and Regional Associations, monitor the implementation strategy for the current strategic plan, to communicate the goals of the plan and the planning process to the general membership, and to encourage members to take an active role in helping American Aberdeen Association achieve its goals.

Issues identified: (short term)

1) Unification of active membership, 2) Member retention, 3) Encourage member participation, 4) Develop and budget for forward thinking broad marketing strategies and outlets(RFD) that embodies all uses of American Aberdeen cattle (calving to plate) and targets the identifiable growing markets, 5) utilize breed rep and leverage our product lines in cattle related conventions as a promotion tool, 6) utilize the Ledger as an instrument to unify, relate association direction, and use articles that speak to not only our membership but industry and industry trends in general, 7) establish benchmarks for progress.

Goal (6mos)

Establish and nurture an environment of unity and direction. This committee would like for all other committees to meet and establish missions statements for their committee and establish and prioritize goals for that committee. Regional Associations need to meet and establish regional concerns and directions. We would like both committees and region chairpersons/presidents to meet with us on these issues so that we can mesh and prioritize them and begin our road map to success. The committee feels the added input will give a sense of ownership and a feeling of unity to our members. To get this information out to the membership it was discussed to have a quarterly newsletter that could either be hard copy(cost) or e-blast(basically free) to disseminate information and the "goings on" of the association, in words with meaning of direction, deadlines, schedules and foreseeable news worthy changes the BOD envisions. We fully understand that the minutes are available on the

website but are very sterile and generic to the mindset of the BOD. This newsletter could also be archived on the website at minimal to no cost we presume.

The committee feels that the next step in this process is hearing from the committees and regions so that we, together with the The American Aberdeen Assciation BOD can take positive steps forward as an association for the success of our cattle and membership.