








## Implementing the Strategic Plan

Goals and Strategies	Incoming President (Yr. 1)	Next President (Yr. 2)	Next President (Yr. 3)	Notes and Accountability Committee Assignments Desired Outcomes Key Performance Indications
<b>EXAMPLE OF GOALS AND STRATEGIES</b>				
1) Government Affairs and Advocacy				Ongoing priority for the organization.
a) Build the PAC to reach \$150,000 annually in contributions.				Start mid-year (after legislative session) and build from current \$80,000 a year until \$150,000 is the average.
b) Hire an in-house lobbyist within 2 years.			<i>Budget in 3<sup>rd</sup> yr.</i>	Work with retained outside lobbyist until budget allows supplementing outside lobbyist with in-house staff.
c) Create a customized Grassroots Political Action manual for chapters and local member.	<i>Start this spring, complete by next session.</i> 			Start writing this winter and have completed by mid-year and before the next legislative session; allow time for printing and distributing to members. Hire outside writer in necessary.
d) Monitor and protect the regulations and practice act for the industry.	<i>Ongoing priority every year.</i> 			Next legislative session and each year; appoint highly effective Government Affairs Committee and write clear charges for the committee.
e) Pass beneficial tax regulation after building coalition of supportive organizations.		<i>2<sup>nd</sup> and 3<sup>rd</sup> year priority.</i> 		Explore coalition building to enlist support in 1 <sup>st</sup> year. Seek legislative introduction in following year; pass by the third year as a new law.
f) Pass license tag legislation.				Pet project of 3 <sup>rd</sup> year pres.. appoint committee prior to taking office.