

FFSC Strategic Planning Session
October 1, 2, 2009
Crowne Plaza Clayton, MO

In attendance: Phyllis Parks, Ken Hilton, Owen Thompson, Jeff Bushey, Joe Daughhetee, Kathy Rancour, Carl Naugle, Gregg Howell, Alan Miller, Carroll Merry

Phyllis Parks Moderating

Goals to achieve at meetings.

Determine Audience
Marketing – How
Website
Plan
Vision
Purpose
Financial Guidelines still valid
Refocus
Structure of Organization
Commitment for continuing need
Goals and follow through

Board Self-Assessment.

- Monthly communication to all members....send out minutes of executive committee meetings to all members.
- Strategic plan will be critical to soliciting partnership involvement.
- Need to have budget and firm plans

SWOT

Strengths

- Volunteer Group
- Leadership
- Knowledge and sectors covered
- 2 good products
- Confidence/reputation
- Networking ability

Weakness

- Funding

- Volunteer Labor/time
- Marketing/website
- Limited member participation
- Lack of clear purpose
- Lack of specific objectives
- Overall structure of board
- Organizational structure
- Lack of communications
- Image

Opportunities

- More outside involvement
- Increase membership
- Definable Goals
- Education/training
- Validate products
- Marketing
- Web site
- Teaming with key organizations
- Find champions and building relationships with them
- Board turnover/new leadership
- Untapped markets/local outreach
- Speaking engagements
- Accounting/Legislative changes
- New technology

Threats

- Accounting/legislative changes
- Can wear out leadership
- Lose champions
- Becoming stagnant
- Become behind tech curve
- Relevancy
- Funding

Funding

Training
 Education
 Survey
 Website
 Expand Marketing
 Media Relations
 Curriculum development

Meeting Agenda

Panel

Speakers
Different sessions

Action Items

- Copies of CD to Kohl, Boehlje, Kleinfelter, Penick
- News release on Legal 21 – Sweet 16 Grows Up – Todd Doehring, Joe Daughhettee
- Greater involvement from ABA representatives
- Session about the Council
- Secured Web site for on-line downloading of CD
- Get Web site updated
- Get list of state bank associations and find out when and where the meetings will be held
- Contact Colleen on RD Funding
- News release on new vision and mission
- Notification to membership regarding revised Mission and Vision statements with Phyllis' 9 points.
- Partnership Brochures in San Antonio
- Financial management for beginning and young farmers
- Updated Director's Manuals
- Annual Meeting speaker/program suggestions to Owen Thompson
- Name badges at opening reception and ribbons for first-time attendees....attendee list to Exec Committee in advance
- Letters/pins to original organizers

Goals

- Web site/Links
- Funding
- Budget
- Greater presence with media/public
- Increase membership attendance by 10
- Media articles
- Reconnect with ABA
- Presence at ag banking schools
- Identify Champions
- Recruit at least one new major sponsor per year

Quantify

- Funding
 - Who -- RME / SARE – Alan to work on grant requests. Will work with Jim Kelm, Scotty Elston, Barbara Wheeling, Greg Wolf. Need to get information out to board members soliciting opportunities to make presentations. This could be the engine that drives grant funding. Focus could be on Young Beginning Farmers.
 - Media – Bryce Knorr, Dan Looker, John Otte – Carroll to coordinate with Joe, aim for Nov. 15 deadline for drafting first articles on Legal 21.

- Communications with members. Advance notice on meeting dates, trade show announcements, copies of press releases, encourage feedback from membership, develop and share e-mail list.
- Time
- Where
- How
- Partnership Program

Identify Champions

- How? Send copy of CD with pins and cover letter...identify information needs based on feedback.
- Letter to people who ordered CDs asking about how they are using it and measure effectiveness.

RE-LOOK at Mission and Vision

Need to re-look at Vision and adapt Mission Statement to reflect.

NEW Mission Statement

To create and promote uniformity and integrity in financial reporting and analysis for agricultural producers.

Does not restrict.

Vision

To be the recognized as the definitive resource of financial guidelines to benefit agricultural producers.

We exist because of a need for education and training, we are a resource, producers need a destination where they can find standards and guidelines. Forum is still valid. Need to stay fluid and address dynamic changes. Recognized as an authority and 'go-to' organization. Develop education programs.

AUDIENCE

Guidelines

- Producers
- Lenders
- Accountants
- Consultants
- Educators

MA

- Preparers and Users

MARKETING

Web site
Trade Shows
Brochures
Partnership Program
PR Program
Lender insert for ABA in San Antonio
Producer Groups
Ag groups
State Bank Associations
Council Presentation
Presentation on basic guidelines for beginning farmers
Simplified version of power point with 6-8 basic and key points that can be implemented easily
Wearables

Revenue expectations

Other sources available?

- Registration fees for meetings
- CD sales
- Corporate event sponsorships
- Wearables

Membership/Board Structure

Ken Hilton will head an ad hoc group from Board on studying board structure and report back to the board with their recommendations.

Communications to Members

Summary of Strategic Plan to membership in broadbrush communication.
More detail to committee chairs with it becoming their responsibility to communicate with their committees and lead in direction of projects.

New Member Mentoring/Orientation Program

Need to develop mentoring program for nominating committee for solicitation of new members. This would include hosting new members at first meeting in attendance and making introductions.

Goals not addressed

Keep number of goals limited
Achieve necessary funding to accomplish the mission
Expand number of trade shows and meetings to promote and educate end-users
Develop/update Website to allow users access all facets of FFSC
Listing members/board members on web site. To be discussed at November conference call.

Increase overall involvement of directors – share information and ask for inputs on regular basis