

# MSLBMDA Strategic Plan 2015 -2018



## Mission Statement

The MSLBMDA's mission is to give our members an advantage through advocacy, resources, and industry and community relationships.

## FIVE GOALS:

### I. ADVOCACY

**Goal Statement: The voice of dealers in CO, NM, and WY and local, state, and federal levels.**

(The vast geographic territory has spread our lobbying resources too thin to effectively advocate; thus we are directing our government relations efforts to CO, WY, and NM. We are however updating our information and resource development to give all of our members an advantage. We will continue to provide those resources to all our members within our six-state region.)

- A. Lobbying - Regulatory influence and monitoring in three states; strengthening our advocacy in NM and WY.
- B. Collaboration - work with allied organizations having mutual interests.
- C. Compliance - Report on legal issues to promote compliance.
- D. Regulatory Agencies - monitor and influence the state regulatory agencies impacting business.
- E. Federal Issues - Leverage the resources of the NLBMDA.
- F. Platform - Identify the issues and positions impacting the Industry.
  - ie. Sustainability, liens, etc.
- G. Codes and Ordinances - Identify resources for access to city and county ordinances (staff to research and report to board at March meeting).
- H. State Watchdog in each state (by the end of the year).

**Government Relations Committee:** Max Guetz, Chairman (current National Director), Dena Cordova Jack, Scott Yates, Walter Foxworth, Paula Ervin (NM), John Martin (WY) to help identify WY representative.

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## II. MEMBER RESOURCES & SERVICES

**Goal Statement: Providing expertise and information that gives members an advantage. (Password protected)**

- A. Personnel - Providing HR expertise through links and tools to help with best practices in labor.
- B. Fraud alerts - Distribution of bulletins and alerts to protect business.
- C. Business Succession - A source for reliable succession planning.
- D. Access to Expertise - Promote the ability to access knowledge through the leadership of the MSLBMDA.
- F. Smart practices for sales and operations - collect and catalogue successful practices in sales and operations - i.e. roundtables, company experts, etc.
- G. Safety programs - Link to NLBMDA and other credible sources for safety information and programs.
- H. Resource Utilization - Utilize employee specialists as association resources.
- I. Dues category, develop dues category for former region members. (Required By-Law Change)
- J. Job Board - Facilitate job placement opportunities and awareness including outreach to business schools, veteran groups, etc.).
- K. Education - Opportunities to meet with colleagues (utilizing training, financial, and credit models).
- L. Expo - Revamp the Expo facilitate connections between suppliers and dealers.

**Member Resources and Services Committee:** Dena Cordova Jack, Chairman (Dena to assign additional committee members). Committee to report to Board by March.

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## III. Philanthropic Events

**Goal Statement: Providing opportunities to members to give back to their communities.**

- A. Brewfest: Project Healing Waters - Connecting members and veterans.
- B. Tennyson Center for Children Golf Tournament - Making a positive difference in the lives of children.
- C. Sponsorship for Easter Seals Rocky Mountain Village program - Providing an opportunity for a special needs child to participate in their summer program.
- D. Monthly participation in the Urban Peak Teen Shelter - Involving members in the support of at risk teens.
- E. Networking - Facilitating opportunities to connect with members throughout the region built around these philanthropic events.
- F. State Councils - Revitalize State Councils in NM and WY using the CO Council as the model.
- G. Outreach - Expand services to veterans, at risk children, and other charities of interest in NM and WY.

**CO, NM, WY Events Planning Committee:** Dan Lowe, Chairman; Max Guetz, Eric Hill, Jim DiSaverio, Sam Yates.

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## IV. Communications

**Goal Statement: Increasing industry awareness and value.**

- A. Website - Update image of website, password protected.
- B. Member Communications - Linkage, blasts, blogs, etc.
- C. Member Directory - Transition to on-line, user friendly directory.
- D. Membership Growth - Set and monitor and recruitment efforts, maintain an accurate prospective member database, and promote the value of MSLBMDA achievements and goals.

### **No Committee: Staff and resource driven (consultants, experts etc.)**

- Eric Hill to assist with Association Facebook page, Twitter, etc.
- Need to establish social media policy that the association has the right to review social media communications - association is not taking a position that it is right or wrong.

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## V. Structure and Resources

**Goal Statement: Maintaining a strong trade association to serve industry members.**

- A. Working Committees - Identify talent, assign committee members, set direction aligned to the strategic plan.
- B. Staffing - Maintain efficient staffing and professional development to manage the association.
- C. Governing Documents - Review By-Laws, Articles of Incorporation, contractual relationship with NLBMDA to be in compliance with new structure of the organization. (Timeline: report back to Board by January 2015 for vote in March.
- D. Tactical - Improve database accuracy.
- E. Leadership Development - Identify new talent to populate the Board.
- F. Performance Measures - Set and monitor key performance indicators to ensure success and growth of the association.

**Executive Committee:** President, President-Elect, Immediate Past President, Secretary, Treasurer.

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## Appendix:

Developing members of Strategic Plan:

Dan Lowe - President, Alpine Lumber Company  
Richard Goering - VP, Bona  
Paula Ervin - Secretary, Randall Lumber & Hardware  
Dena Cordova Jack - Treasurer, Blue Tarp Financial  
Max Guetz - National Director, Alpine Lumber Company  
Walter Foxworth - Director, Foxworth - Galbraith Lumber  
John Martin - Director, AD Martin Lumber  
Eric Hill - Director, Boise Cascade  
Sam Yates - Co Council Chairmain, Denver Lumber Company  
Geri Adams - Exec. VP, MSLBMDA  
Kimberly Kent - Admin Asst., MSLBMDA

## Next Steps:

- I. Approval of the Strategic Plan, motion from the board.
- II. Alignment of workforce talent and consultants
- III. Member and Industry awareness
- IV. Timeframe, deadlines and performance measures set.
- V. Integrate into board meeting agenda
- VI. Annual review on the Strategic Plan.