

2010 Alabama Cattlemen's Association Strategic Plan

ASSOCIATION MISSION

To enhance the business climate of the state's beef cattle industry, promoting a positive image while educating consumers that beef is a safe, wholesome, nutritious and convenient food product.

TEN GOALS

1. To strengthen County chapters by implementing a leadership program to be available with participation from each County chapter by January 15, 2012.

	<u>Action Steps:</u>
a.	Organize a volunteer leadership training team (12 member team, one from each of the RVP regions) to assist staff in developing module and conducting leadership training.
b.	Update County president's & County secretary's leadership manual.
c.	Implement on-line and in-house training modules.
d.	Identify potential County leaders and encourage them to attend training sessions.

e.	Offer scholarships to future leaders for other leadership programs and encourage participation in County leadership programs.
f.	Offer leadership training at the state convention.
g.	State office develop communication line with entire County board of directors, i.e. quarterly news letter, email addresses.
h.	Update County chapter universal by-laws.
i.	Encourage County chapters to increase projects and activities and then to publicize these events.

2. To increase state membership to 12,000 (minimum) members by 2011 spring board meeting.

	<u>Action Steps:</u>
a.	Increase the awareness of the value of ACA (fliers at stockyards, extension and co-op newsletters and magazines).
b.	Target new demographic audience (landowners, wildlife enthusiast, environmentalist, beef sellers and other like-minded folks).
c.	Kick off 2011 membership drive with a meeting of Regional VP's before September 30.
d.	Recognize top 5 Counties for innovative membership recruitment efforts.

e.	Continue to have membership incentives to encourage volunteer recruitment efforts.
f.	Encourage County chapters to purchase memberships for FFA officers and other potential leaders.

3. To enhance the impact of the checkoff program by expanding beef promotion programs to include all social media sources (You Tube, Facebook, etc.) by December 31, 2010.

	<u>Action Steps:</u>
a.	Expand the national checkoff social media sources in Alabama.
b.	Hold a contest for the best You Tube beef commercial.
c.	Utilize the ACA Kitchen to have interesting individuals preparing beef recipes for posting on You Tube and Facebook.
d.	Target children (4-10 years old) with a “Kids Column” or cartoon (Slim Buckaroo) in magazine, You Tube, Facebook, Web Page.
e.	Target 11-18 year olds with same as above.

4. To expand the political clout of the ACA by increasing the Beef PAC fund to \$50,000 by December 31, 2011.

	<u>Action Steps:</u>
a.	Add a contribution box for additional Beef PAC contributions to dues 2011 statement by October 1, 2010.
b.	Identify potential members for the PAC Club and bill for annual membership.
c.	Hold a Beef PAC auction at convention, working with AL Livestock Markets Association.
d.	Hire/assign additional staff to be involved in lobbying.
e.	Work with other southeastern cattlemen's associations through Southeastern Livestock Network (SLN) to increase lobbying efforts in Washington DC.
f.	Develop a brochure for Beef PAC.
g.	Develop annual social/political event for members of the PAC Club.

5. To utilize the Alabama Cattlemen’s Foundation (ACF) Board to increase Foundation revenue 25% by December 31, 2012.

	<u>Action Steps:</u>
a.	Hold a meeting of the ACF Board in August, 2010 and meet twice annually thereafter.
b.	Define roles and responsibilities of the ACF Board and make County leaders aware of ACF and its purpose and activities.
c.	Broaden scope of scholarship program.
d.	Develop aggressive marketing technique for “Cowboy” tag sales.
e.	Investigate possibility of adding Foundation contribution box to state income tax form.

6. To Increase Association revenue 15% by December 31, 2012.

	<u>Action Steps:</u>
a.	Raise \$20,000 from Allied Industry by May 31, 2011 and contract with individual to help sell sponsorships.
b.	Increase membership revenue by \$20,000 by raising dues \$2 to the state beginning in 2012.
c.	Increase magazine revenue by \$20,000 by working with RVP’s on a special magazine feature for their region with advertising from local businesses, County chapters etc.

d.	Increase checkoff collection/compliance by working with CBB to conduct more audits and focus on collecting checkoff dollars from private treaty sales.
e.	Establish a working group by October 31, 2010 to investigate the feasibility of a state checkoff increase.
f.	Develop ways to receive revenue from webpage – electronic newsletters The MOOseum gift shop, etc.

7. To adequately staff the association by year-end to fully implement and carry out the program of work.

	<u>Action Steps:</u>
a.	The Executive Vice President identifies the current and future staffing needs and reports to the Executive Committee by October 1, 2010.
b.	The Executive VP hire staff where needed as funds are available.

8. To expand the number of youth participating in AJCA by 50% by August 1, 2011

	<u>Action Steps:</u>
a.	Convert current County AJCA membership records into an electronic statewide database.
b.	Get County chapter leaders to assign a junior cattleman advisor/contact for each County/multi-County group.

c.	Create a “how to” packet for County junior cattleman advisors to use in organizing juniors in their County.
d.	Work with County chapters to double the number of AJCA groups (can be multi-County) by December 31, 2012.
e.	AJCA bylaws change to accommodate a state-g geared dues structure at the March AJCA meeting and mandatory membership to participate in the AJCA Round-Up.
f.	Work with County chapters to host County or regional events using the Round-Up format. These local events could follow a Round-Up blueprint in a field day setting.
g.	Host activities at the ACA convention for AJCA members using AU Block & Bridle members to help staff those activities.
h.	Identify juniors involved in breed associations and other youth organizations and target them as potential AJCA members.
i.	Create a quarterly newsletter to be sent to other AJCA members via e-mail and Facebook.

9. To increase membership by 30% in the association among 20-40 year old age group by June 1, 2012.

	<u>Action Steps:</u>
a.	Identify 20-40 year olds in the current membership roster by working with County secretaries and through the <i>Alabama Cattleman</i> .
b.	Ensure the November mail out/2011 membership application includes the ability to capture age group.
c.	Create a blueprint for counties to create young cattlemen centered events (family picnic, social gathering, regular dinners, baby sitting included, etc).
d.	Appoint a Young Cattlemen’s Committee.
e.	Host event for 20-40 year olds at the 2011 ACA Convention.
f.	Contact other states who have had success with young cattlemen groups.

10. To enhance and expand the use of electronic communication by implementing three new tools by January 1, 2011.

	<u>Action Steps:</u>
a.	Create new ACA website containing ability to join online by October 31, 2010.
b.	Research what electronic communication tools are being used successfully by other organizations.
c.	Send monthly e-mails to all ACA members using addresses captured on new membership applications.
d.	Create a commercial for use at meetings and post that commercial online highlighting ACA.
e.	Create a monthly feature story highlighting a member and their family to share with other ACA members as a magazine article and website/e-mail blast content.