



News Releases

Strategic Planning Session – Summer 2005

Canadian Limousin Association August Board Meeting 2005 2005/2006 CLA Board of Directors



Back Row: Mike Geddes, Ont., Bryce Allen, Ont., Jason Brock, QC., Kelly Yorga, SK., Ian Hamilton, MB., Mike McCord, BC., Rob Swaan, BC., Deb Verbonac, Dale Kelly.

Front Row: Tony Gosnell, Ont., Mary Hertz, AB., Sandra Othberg, NB., Rob Matthews, AB., Gary Anderson, SK., Martin Bohrson, SK., Barb Judd.

Missing: Mary Swanek, Mike Sabourin

New Directors this fall: Mike Geddes, Kelly Yorga, Rob Swaan, Mary Hertz

Retiring Directors this fall: Tony Gosnell, Mike McCord, Martin Bohrson, Mike Sabourin

On August 10th and 11th, 2005 Canadian Limousin Association directors, staff and soon-to-be-appointed directors participated in an interactive working session in Calgary, focusing on future directions and priorities for CLA. The 2 day workshop and board meeting was facilitated by Charlene Waugh of SaksS Agency. This session was the first step in developing a CLA strategic plan. Nine of the eleven CLA Board members were in attendance, as well as four CLA members who will join the Board at CLA's November annual general meeting. A short, formal Board meeting was held on the afternoon of August 11.

Strategic planning can help an organization to focus its vision and priorities in response to a changing environment and to ensure that members of the organization are working toward the same goals. It is a systematic process through which an organization agrees on – and builds commitment to – priorities that are essential to its mission and responsive to the operating environment.

Core Strategies

1. Provide quality programs and services and a customer-friendly business environment.
2. Create demand for Limousin genetics by promoting the values of CLA programs and the Limousin breed.
3. Develop and deliver breed improvement programs and services to enhance customer profitability.
4. Grow and maintain an active, involved, educated membership.
5. Develop and effectively manage a financial resource plan that supports the goals, objectives and services of the CLA.
6. Practice positive Board Governance.

Key Goals for 2005/2006

(i.e. What CLA is trying to accomplish!):

1. Increase Association revenues.
2. Increase the number of female enrollments.
3. Increase membership in the CLA.
4. Strengthen breed improvement initiatives.
5. Maximize and evaluate investments in marketing and promotion activities and efforts.
6. Strengthen association management and Board governance.

Key Objectives for 2005/2006

(i.e. Results that will support the achievement of CLA's goals):

During the next 12 months, the following critical, priority objectives will be pursued by CLA:

1. Review, update and implement CLA's breed improvement plan, reflecting the critical importance of this initiative to members and the overall breed. This plan will include criteria for measuring the value and effectiveness of breed improvement expenditures.
2. Expand staff resources by hiring, in partnership with CSA, a full time general manager.

3. Review, update and implement an aggressive marketing plan, reflecting the critical importance of promotions and marketing efforts. This plan will include criteria for measuring the value and effectiveness of marketing expenditures.
4. Maximize the use and value of the Limo Voice as a communication tool within the industry. –readership and membership survey to be completed by end of 4th issue.
5. Provide opportunities for Limo Juniors that help prepare them for industry leadership roles.

**Secondary Objectives for 2005/2006
(i.e. Results that will also support the achievement of CLA's goals):**

The following important objectives will also be pursued over the next 12 months:

1. Form a membership committee to lead and guide efforts to grow and maintain an active, involved, educated membership.
2. Move quickly to on-line services, phasing out formal support of OFG by March 31/06.
3. Review and update IT plans.
4. Generate an annual 20% profit with "The Limo Voice"
5. Increase staff's knowledge and skills to:
 - a. Provide efficient, quality customer service
 - b. Deal with difficult calls
 - c. Resolve member issues
6. Continue to promote and operate a WHE system.
7. Develop and implement a new fee schedule.
8. Develop a strategy for the web's use and contributions to CLA and its operations.
9. Develop and adopt a roles and responsibilities statement for the Board.
10. Develop and present by-law amendments to the membership at the 2005 AGM.
11. Create a plan to restructure the Board's size and how appointments and/or elections will take place.
12. Develop a Privacy Policy for CLA.
13. Develop a Board Orientation package.