

20:20 Vision

Strategic Planning Update 3/9/08

Goal: develop plan for the future

- Utilized Dr. Dan Buskirk from MSU to give a “State of the Beef Industry” update
- Ken Geuns provided the group with a discussion on “Planning for the Future”
- Facilitator Anne Neuenhuis was unable to attend – Monte Bordner filled in capably in her absence

Getting Started - The group then identified strengths and weaknesses of our organization and designated them as either an “Opportunity” or a “Treat” or Both.

STRENGTHS

Marketing

- Sales – Fall Sale
- Bull Test
- Shows
- MAA Advertising
- AAA Journal/Web
- C.A.B.
- Youth Projects
- “Breed” steers
- Canadian Border Open
- MSU Pavilion
- E.I.D.
- MSU Beef Endowment

Organizational

- Dedicated Breeders, Board
- Angus Auxiliary
- Junior Angus Association and Advisors
- Dedicated to “Muddle” Through
- Agree to Disagree
- Cooperation with MSU/MCA/MDA

Communication

- MAA Directory
- MAA Newsletter
- MCA Magazine
- Education/Information Sources – MSU/Extension/Staff
- Angus Journal Magazine/Website/Beef Bulletin

Member Services

- Promote Breeders – MCA
- Sales, State Fair, Shows
- Banquet, Field Day
- Social
- Family Activities

Youth

- Marketing Opportunities
- New Adult Members
- State and National Opportunities
- Network
- Social
- Leadership Development – 4-H, FFA, Farm Bureau
- Services
- Educational Opportunities
- Mentor
- Livestock/Agricultural Experience

WEAKNESS

Communication

- Orientation – Old/New Members
- Website and Newsletter
- Mentoring Program
- Educate/Inform (Breeder knowledge)
- Cooperation/Coordination (ultrasound, EPD)
- MCA/NCBA – Big Picture
- Communication to Newbies

MAA Organizational Policies (Internal):

- Job Descriptions
- Policies and Procedures
- Sale Completion (pre/post sale paperwork)
- To-Do List, Outline, Calendar
- Lack of Standards for Sales Participation
- Involvement
- Data Management – Member Records; Historian

Marketing

- Michigan Futurity
- MAA Fall Sale
- MCA/MSU Bull Test
- Commercial Market Opportunities
- Expand Markets Outside of Michigan
- MAA Advertising and Promotions
- Shows
- On-Farm/Private Treaty
- Branded-Direct Market Beef
- E.I.D.s (mandatory ID)
- Health
- Marketing Coordination

Member Services

- Promote Breeders
- New Member Orientation
- MAA Advertising
- Website, Classified Ads
- MAA Directory
- Event Calendar
- Michigan Angus Futurity
- MAA Fall Sale
- Shows, Field Day, Banquet
- Education and Information Training
- Mentor New Members
- Market Coordination – Feeder Calf Sales; Small Breeders