

MICHIGAN ANGUS ASSOCIATION

STRATEGIC PLAN OBJECTIVES

2009

Mission statement: To enhance the value of the “**Angus Brand**” via marketing, youth development, education and social opportunities

D = Done

I = Implementing

E = Exploring

MARKETING:

- Expand markets outside of Michigan – ongoing & future.....I
- Sales & sales info.....I
- FFA 4-H and Farm Bureau.....E
- Expand commercial opportunities:
 - Branded direct market beef
 - Freezer beef
 - EID marketing tool
 - Feeder calf markets and links to small breeders.....E
- Provide follow-up services.....I

COMMUNICATION:

- Internal:
 - Newsletter.....I
 - Website – include links to appropriate associations.....I
 - E-mails.....I
 - External (press release, PSAs, Calendar of Events, sale Advertisements, etc.).....I
 - AAA Journal
 - AAA website info
 - Shows (reports)
 - Farmers Advance
 - Farm World
 - MSU Extension
 - Michigan Farm Bureau
 - Michigan Farm Radio
 - Michigan Farm & Garden
 - Ag day
 - Internet Livestock Discussion Boards.....E
 - MAA Booth at cattle industry-related events.....I

MEMBERSHIP:

- New member info packets -- letter from President (newbie packet: letter from President, Calendar of Events including shows, field day, sales, marketing opportunities and social activities, Directory, list of Officers and Board of Directors, newsletter, reference to website, Certificate of Membership).....I
- Mentoring.....I
- Youth projects – natural transition to regular membership.....E
- Marketing opportunity information distributed to new members.....I
- Special invite to events.....I

EDUCATION:

- Sponsor at least 2 educational events per year.....I
- Sponsor info on beef cattle management, nutrition, marketing etc. in connection with shows and sales and other opportunities.....I
- Farm & facility tours.....I & E
- Support of MSU:
 - South barn.....D
 - MSU Beef Endowment.....I
 - MAA Field DayI
 - Utilize website links to AAA website.....I

YOUTH:

- Encourage participation in state, national events.....I
- Encourage youth association to have rep on MAA Board.....I
- Encourage participation in related leadership activities.....I
- Support MJAA and NJAA activities.....I
- Support scholarship opportunities.....I
- Promotion of Auxiliary scholarship heifer program.....I
- Support of American Angus Foundation.....I