

FIAE STRATEGIC PLANNING SESSION MINUTES
O’HARE HILTON, CHICAGO, IL
JUNE 19, 2009

On June 19, 2009, the following members of FIAE’s 2009 Strategic Planning Committee met in Chicago, Illinois for an all-day discussion and planning session:

Kathy Siefken, CAE, Nebraska, FIAE Chair; Brandon Scholz, Wisconsin, FIAE Vice Chair; Joe Gilliam, Oregon, FIAE Treasurer; Jerry Fleagle, CAE, Iowa, Immediate Past Chair; Chris Flynn, Massachusetts, Past Chair; Kathy Kuzava, Georgia, Past Chair; and Fran Preston, Carolinas, FIAE Board Member; and Barbara McConnell, FIAE President. It should be noted that the following individuals also made a heroic effort to attend but were unable to land at Chicago’s O’Hare Airport because of heavy winds and rain: **Linda Gobler, Michigan, Past Chair; Peter Larkin, Larkin Public Affairs, California, Past FIAE Chair; and Dan Shaul, Missouri, FIAE Board.**

In the absence of Peter Larkin who had agreed to facilitate the session, Jerry Fleagle , CAE, Iowa, conducted the discussion. Prior to the meeting, each member of the Strategic Planning Committee had been asked to review the summary and results of a Strategic Planning Questionnaire that had been sent to all members of FIAE. In addition, those members of the committee who were not able to attend the “Chicago Session” were asked to submit their recommendations. In addition, members were provided with a 10-year financial review, as well as a draft copy of “Goals and Objectives” prepared for the FIAE Board in 2008.

It should be noted that this is a draft of ideas that came out of the Strategic Planning Session and that there was no consensus. This document serves as a guide for the general direction FIAE would like to move. Due to the resignation of the current Executive Director the strategic planning process has been put on hold until a new Executive Director is hired. That individual will be responsible for concluding the strategic planning process.

I. What’s Working

- Networking
- Developing relationships w/other state executives
- List Serve
- Surveys & Reports
- Task Forces
- National Group Liaison
- Value! (FIAE is the network “go-to” group)

II. What Needs to Improve – Change:

- Newsletter (Shorter, more timely, do not duplicate information received from FMI and NGA, GMA; provide websites where readers can find the information if it is a topic of interest; connect articles or information that can be found on FIAE’s website; articles or topics on what’s new in association management.
- Continue to strengthen relationships with national associations and to provide information as to FIAE’s value;
- Stronger, cohesive communication tools (?)
- Catalog List Serve questions and responses and provide summary to members;
- Website (Post surveys under a member protected section
- Financial reporting (Review “Cash vs. Accrual” systems)

- Convention (Reformat to allow for more programming? Seminars? More association management tools;
- Need to have in place a plan for CEO transition

III. What are the External Forces that will affect FIAE?

- With cutbacks in GR at FMI, GMA, will more be expected of FIAE? Does this present an opportunity?
- How does FIAE adapt to the “Sea Change” in public relations that is taking place in the industry where others in the industry are adopting the “Wal-Mart public relations approach”?
- \$\$\$ Resources – Financial Security of FIAE and State Association Members
- State Association Mergers will affect membership and \$\$ for FIAE.

IV. Ideas and Opportunities

- Consider working with other Associations/Groups (CSRA; C-Store group). Determine what they are doing and what objectives we have in common, or where there might be a conflict in common purpose
- Consider co-locating conference with groups above?
- Consider Convention Attendance Costs (travel, hotel, registration, time) .
 - Golf – Use time otherwise for presentations, meetings?
 - Broader Outreach to get state association members to attend, as well as GR reps from retailers?
- Regional Meetings (Topic Specific where we might attract sponsorship \$\$, i.e. American Chemistry Council?)
- More Tele-Conference Calls?
- Webinars?
- Seek sponsors for other FIAE activities other than just the conference
- Mentoring New Executives (Use “development” dollars)
- Update state association executives profiles
- Orientation for new board members
- Website – maximize content – utilize tech communications – sponsorship opportunities
- Assign board members to inactive or non-members to communicate about FIAE
- Seek other sources of revenue (Dues and convention represent 88% of Budget)
- More committees or task forces to increase involvement, revenue and networking;
- Although FIAE’s Expenses have changed little over a 15 year period, while programs and services have improved greatly, could the same results be achieved at a reduced cost?

V. Adjournment

The planning session adjourned at 4:00 PM.