



2022 Strategic Plan

Member/Board & Event meeting schedule for 2022:

- Board Meetings: Third Wednesday of the month from 4:00-5:00pm
- Member meetings: Plan virtual and in person meetings for this year, including an Ethics course.
- Products Fair: Products Fair is planned to be held in May, in-person at Brandywine Country Club in Maumee.

Membership Goals: To Recruit at least ten new members in 2022. To retain 90% of membership as of 1/1/2022.

Ken Hall Scholarship: Our goal is to raise \$500 annually for this scholarship. We will have a fundraiser at our Products Fair in May and continue to promote this scholarship on our website and in member communications / announcements. We award one or two Ken Hall scholarships annually depending upon fundraising. The scholarship covers registration, travel, ½ of a hotel room and a per diem meal allotment.

Budget: Our 2022 budget will be reflective of our 2021 budget.

Value Proposition: We need to continue to provide more value to get members engaged.

Ideas include:

- Ken Hall Scholarship
- Advocacy with legislators (Day at the Statehouse/Cap Con)
- Social Media Presence
- Updated website
- Member social events