

**STRATEGIC PLANNING  
WORK PLAN**

<b>PROGRAM AREA/OBJECTIVES</b>	<b>COMMITTEE/INDIVIDUAL ASSIGNED</b>	<b>PROPOSED ACTIVITIES</b>
<b>ADVOCACY</b>		
1.1 Increase interaction with Pennsylvania legislators and Regulators to a level of daily contact fostering more Awareness of the importance of Pennsylvania agriculture.	Executive Committee/ Vice President	<p>Develop a proposed budget that provides for the creation of this position in 2002.</p> <p>Advertise the position, interview and select applicant of choice.</p> <p>Develop a plan of work for the position, in consultation with the Legislative Committee, that will provide guidance to the individual on issues that impact all segments of PennAg membership and Councils.</p>
1.2 Continue to monitor all related legislation and regulations.	Legislative Committee	<p>Investigate the best vehicle for tracking legislation, which has been introduced and legislative committee activity and secure the services that best meet PennAg needs.</p> <p>Determine the need for Pennsylvania Bulletin tracking executive branch rulemaking impacting agribusiness.</p> <p>Advocate and be proactive on issues impacting agribusiness providing suggestions for legislative and regulatory solutions to problems.</p>
1.3 Achieve passage of SB826	Legislative Committee/ Governmental Affairs Staff Person	<p>Identify other organizations with problems associated with local governments.</p> <p>Determine possible modifications of SB826 that would accomplish PennAg goals with minimal antagonism of local government associations.</p> <p>Advocate for SB826 in present form, SB826 with amendments, or other proposed solutions to the problem.</p>

<b>ADVOCACY (continued)</b>		
1.3 Create a structured, working relationship with appropriate universities to advocate for science-based information that helps PennAg support its positions.	Executive Committee/ Executive Vice President	<p>Initiate an annual meeting with the Deans of PSU College of Ag Sciences and University of Pennsylvania Vet School and their staffs to insure continuing dialog on this subject and/or invite the Deans to be a luncheon speaker at a board meeting once each year.</p> <p>Expand the involvement of university staff in PennAg Council activities by requesting them to serve as advisers to those Councils (Poultry and Swine have been doing this – Agronomic Products, Seed and Feed/Grain and Allied Industries should initiate this concept).</p>
<b>MEMBER SERVICES</b>		
2.1 Enhance the insurance program to have service providers accessible to all members in all geographic areas, thereby increasing participation.	Insurance Trust/Staff	<p>Inform the Trustees of this objective and solicit their cooperation and support.</p> <p>Staff to contact providers on behalf of the Trust to request their assistance.</p> <p>Investigate other providers that might be able to assist PennAg in meeting this objective.</p>
2.2 Continue to provide assistance to members with individual problems, linking them to resources.	Membership Committee/ Sam Sherk	<p>Utilize the needs assessment identified in 5.1 as an indication of the major problems being experienced by PennAg members.</p> <p>Develop and promote as a service to members a “linkage” between those that have problems with other members who have solved similar problems with resources that might help them.</p>
2.3 Continue the scholarship awards that benefit members and employees of members and their families.	Membership Committee/ Sam Sherk	<p>Analyze the process whereby these scholarships are awarded and determine ways to improve the visibility for this program.</p> <p>Develop ways to increase participation in the “Divots for Degrees” event as the principal source of funding for this program.</p>

<p><b>MEMBER SERVICES (continued)</b></p>		<p>Determine alternatives for non-golfers to participate in fund raising for the scholarship program.</p>
<p>2.4 Investigate bulk purchasing program possibilities and make a recommendation to the PennAg Board of Directors.</p>	<p>Membership Committee/ Dale Wallace</p>	<p>Identify commodities that members might be interested in.</p> <p>Determine savings associated with bulk purchasing.</p> <p>Recommend board action as appropriate.</p>
<p><b>PROMOTION</b></p>		
<p>3.1 Add public relations expertise to develop and implement a promotional program for PennAg, identifying the message and the target audiences, and increase media involvement in PennAg programs.</p>	<p>New Committee/Stacy Nace</p>	<p>Create a Public Relations Committee with representation from all Councils and the Coalition Committee.</p> <p>Develop a work plan which addresses all aspects of this objective and the cost associated with this effort and present to the Board for consideration (This work plan should also address all aspects of the effort which is needed to accomplish the other objective under promotion which received a number one priority – member promotional tools.)</p>
<p>3.2 Develop member promotional tools to promote agriculture (or whatever message PennAg develops).</p>	<p>New Committee/Stacy Nace</p>	<p>Create a Public Relations Committee with representation from all Councils and the Coalition Committee.</p> <p>Develop a Work Plan which addresses all aspects of this objective including costs associated with it and present it to the Board of Directors for consideration (In completing the plan all aspects of the other objectives with a number one ranking in this program area should be included).</p>
<p>3.3 Develop a strategy and message for youth and schools, including evaluating the cost effectiveness of the investment in the Ag Awareness Foundation, Ag in the Classroom Program”, and develop relationships with the Department of Education to impact curricula in Pennsylvania schools.</p>	<p>New Committee/Stacy Nace</p>	<p>Create a Public Relations Committee with representation from all Councils and the Coalition Committee.</p> <p>Develop a Work Plan which addresses all aspects of this objective, including costs associated with it, and present it to the Board of Directors for consideration (In completing the plan all aspects of the other objectives in this program area</p>

<b>PROMOTION (continued)</b>		
		with a higher priority should be included).
3.4 Continue the agriculturally related scholarship award program.	Membership Committee/ Poultry Council/Sam Sherk/Jim Shirk	Evaluate the manner in which these scholarships are provided to insure that PennAg and its Poultry Council are gaining the maximum exposure for this program.
<b>INFORMATION SHARING</b>		
4.1 Create a plan for sharing information, internally and externally, with other organizations, evaluating what organizations should be included in the information flow, to establish a relationship beneficial to both.	Internal Communications – Executive Committee/Walt Peechatka External Communications – New Committee/Stacy Nace	Create a Public Relations Committee to address the issue of external communications.  Public Relations Committee to recommend how the website and other options can be utilized to improve external communications.  Executive Vice President to recommend to the Executive Committee ways to improve information flow between headquarters and the Board of Directors.  Public Relations Committee to interface with Membership Committee on issues relating to communication with members, i.e. membership directory, etc.
<b>EDUCATION AND TRAINING</b>		
5.1 Undertake a needs assessment to determine the training needs of member companies and their employees.	Membership Committee/ Sam Sherk	Develop a survey of members to determine areas in which additional training is required.  Utilize survey results to develop training programs to meet the identified needs based on priorities provided by members.
5.2 Continue to provide training for CCAs, pesticide Applicators, forklift truck operators, food safety, and PEQAP participants annually or more frequently if required.	Membership Committee/ Sam Sherk/Councils	Identify need and develop programs to meet need.
<b>SUPPORTIVE SERVICES</b>		
6.1 Establish a full-time position in the next calendar year to serve the Agronomic Products, Seed, Swine and	Executive Committee/Walt Peechatka	Create a job description and a budget for this position and incorporate in the budget for 2002.

<b>SUPPORTIVE SERVICES (continued)</b>		
<p>new Councils which are added to the PennAg structure.</p>		<p>Advertise the position and secure applicants.</p> <p>Utilize input from the Agronomic Products, Seed, and Swine Council in selecting a person to fill the staff position to serve these councils.</p>
<p>6.2 Evaluate the feasibility of PennAg's involvement in Contracting services for other organizations and present a recommendation to the Board of Directors.</p>	<p>Executive Committee/Walt Peechatka</p>	<p>Identify compatible organizations for which services could be contracted.</p> <p>Determine compatibility of those organizations, which have solicited PennAg services and recommend a course of action to the Board of Directors.</p>