

## Goal 1 Strategy

**Goal 1: Acquire forward-thinking expertise and generate a forum for becoming a thought leader to help members navigate their future**

- A. Identify the critical future educational needs of our industry
- B. Build a network of experts to provide educational content
- C. Engage industry leaders for feedback and participation
- D. Market new educational content and events to members and potential members
- E. Build speaking events to deliver expertise and capture content for repurposing
- F. Amend the bylaw and governance structure to ensure the membership and board composition reflect the strategy, broadening of membership, and expertise needs

<b>GOAL 1 EXPERTISE MATRIX</b>			
<b><u>Expertise Needed</u></b>	<b><u>Company</u></b>	<b><u>Expert</u></b>	<b><u>Desired Outcome</u></b>
ID'ing Industry Trends	Kellick & Associates	Ruth Kellick-Grubbs	
ID'ing Industry Trends/Analytics	Webb Analytics	Craig Webb	
Economic/Housing Forecasting	Building Supply Channel	Gregg Brooks	
Contractor Sales	Building Leaders	Rick Davis	
Construction Industry Trends	MultiVista	Jack Mackin	
Marketing/Manufacturer's	Whizard Strategy	Mark Mitchell	
Prefabrication	Entekra	Gerard McCaughey- CEO	
Mergers/Acquisitions/ Succession Planning	Conifer Hill Advisors	Mike Ferraro	
How to use the lien law?	?	?	

## Goal 2 Strategy

### **Goal 2: Build collaborations with other building material industry associations to strategically broaden our capability and value**

- A. Identify and qualify suitable associations for collaborations
- B. Develop an outreach plan to begin connecting and learning about other associations
- C. Identify commonalities or value propositions for deepening relationships
- D. Engage in an event or opportunity together leveraging the success of goal one
- E. Continue to vet collaborations in an effort to strategically align to future members and their needs

<b>GOAL 2 COLLABORATION MATRIX</b>				
<b><u>Association</u></b>	<b><u>Contact</u></b>	<b><u>Their Value</u></b>	<b><u>Our Value</u></b>	<b><u>Outreach Plan</u></b>
Homebuilders Associations				
NKBA				
Boston Society of Architects (BSA)/AIA	Brian Keefe <a href="mailto:bkeefe@architects.org">bkeefe@architects.org</a> or 781-718-3064			
North American Building Material Distribution Association	<a href="http://www.nbmda.org/About Us">http://www.nbmda.org/About Us</a>			
World Millwork Alliance	<a href="https://worldmillworkalliance.com/about/">https://worldmillworkalliance.com/about/</a>			
Remodelers Associations				