

NKBA Columbia River Chapter Strategic Plan 2010

Goal 1: Knowledge Source: There will be a higher level of education and professionalism in the industry worldwide. NKBA members will be the most highly skilled and recognized for their expertise

Strategic Objectives for Knowledge Source:

- Study Group: Continue bi-monthly study group meetings in preparation for the September exam. We will publicly recognize those who have received their certifications. Have those who passed recently become the mentors for those in the next study group. Invite to orientation meeting. Actively recruit people to apply for the study group.
- Expand our education and mentoring programs to benefit all segments and industry partners.
- Continue to promote opportunities for membership and committee involvement for all members.
- Focus on student awareness and career preparation in NKBA

Goal 2: Consumer Awareness: There will be greater awareness preference for products and professional services from NKBA members worldwide.

Strategic Objectives for Consumer Awareness

- Advertising: Through advertising and PR, find ways to promote the value and benefits of the NKBA and the strength and purpose of our education.
- Educating our members on why they should use the NKBA logo and appellations to increase brand awareness and educate consumers by working on creating seminars and participating in community events.

Goal 3: Membership: The kitchen and bath industry worldwide will find NKBA membership and involvement in the association essential to their professional success.

Strategic Objectives for Membership:

- Our goal is to continue to maintain our membership and increase as the economy recovers.
- Benefit our members with professional and job resources and profiles through our website, newsletter and chapter meetings.
- Conduct surveys via electronic technologies to gather information and feedback to build value for our members.

Goal 4: Advocacy: Public policy and legislation affecting the kitchen and bath industry will be positively influenced through the NKBA leadership role in the mentoring and affecting industry issues.

Strategic Objectives for Advocacy:

- Stay informed with local design organizations and their stance on legislation and finding positive ways to communicate NKBA legislative position.
- Continue promoting National's program for legislation through education of our membership of the importance of legislative affairs.

Goal 5: Information Source & Resource: The NKBA will be the information source and resource for the industry worldwide.

Strategic Objectives for Information Source & Resource:

- Update and revise chapter website to align with the new NKBA.org.
- Build on other social media networks to promote chapter growth and member involvement.
- Continue to promote NKBA and its members as a major information source a resource for other design groups and industry trade organizations.

Goal 6: K/BIS: The NKBA will continue to develop a higher level of awareness and continued enhancement of international exhibitions, education and networking opportunities for the kitchen and bath industry.

- Continue members and student member attendance and participation in K/BIS.
- Promote and support board members to be able to attend K/BIS and chapter officer training, most importantly the position of the president.