



BOARD OF DIRECTORS STRATEGIC PLANNING SUMMARY
Tuesday, December 6 and Wednesday, December 7, 2016
Wilkes-Barre Scranton International Airport

Customers

1. Airports
 - a. Cargo
 - b. Secondary Business
2. Legislators
 - a. Act 52 Participants
3. FBO's
 - a. Fixed Base Operators (fuel & maintenance)
 - b. Maintenance Repair Overhaul (avionics shops)
4. Training Institutions
5. Consultants
 - a. Planning
 - b. Professional Services
 - c. Environmental

Organizational Goals

1. We will conduct a comprehensive economic impact study of the aviation industry focused on:
 - a. Impact of Act 52
 - b. Potential impact of the repeal of the sales tax on the sale of aircraft
 - c. Economic development data
2. On Advocacy Day, we will touch every single legislator with ACP's mission and goals, network, and track touch points.
3. Establish PR/Marketing Committee focused on wins for ACP, newsletter / current vehicles, and suggest new methods
 - a. Coordination with Membership Committee
 - b. We will create "Value Statement" materials for consistency with messaging
 - c. Newsletter – above/below industry leadership, continue monthly
4. We will establish a comprehensive listing of Board Members, ACP members and vendor skill sets to publicize in member portal and teaser in newsletter.
5. We will achieve a 10% increase in revenue through utilization of products, which will also correlate to an increase in membership.
6. We will have 170 attendees and net \$40K at our annual conference. We will revisit content, speakers, and conference organizers to represent the entirety of the ACP membership.
7. We will push and promote the ACP brand and organizational wins, both individually and collectively through all avenues available: social media, email, word of mouth, etc.



Board Expectations

1. Recruit ACP members to be committee members in all member touch points.
 - a. We will develop a list of members' interest from information gathered through online membership renewal and the list will be provided to the Committee Chairs.
2. The Executive Committee will meet once a month.
3. The Committee Chairs will revisit the frequency of their meetings.
4. Board members have a standing commitment of providing ACP with 2 hours of time per week.