

AHCA Long Range Planning Committee Seeks Your Input

by Josh Krenz, MBA

Thanks to the strategic insight of past AHCA members and leaders, the American Highland Cattle Association (AHCA) has had a long range plan (LRP) in place for over a decade. The LRP outlines the goals and objectives of the organization to keep it sound and beneficial to its members for the long-term. In January 2018, a new LRP Committee reviewed the current LRP plan. LRP plans are traditionally reviewed every few years as part of normal business, including our current one.

Under the review and recommendations of the current AHCA LRP Committee, we have formed three strategic initiatives to enhance and bolster our efforts to meet our long-rang plan goals. The AHCA LRP committee is seeking input and member-volunteers to serve on a short series of committees to finalize the action plans around these three initiatives to execute our current LRP. The committees will meet on the phone during the months of March-June and will present their tactical recommendations to the AHCA Board in June 2018, for revisions and approval at following meetings. The initial recommendations will also be presented to the general membership at the annual meeting.

AHCA 2018-2019 Strategic Initiative Committees

1. Design and Implement a Strategic Communications Plan
 - a. This committee will look at ways to better create awareness and understanding of our association through message development, advertising, social media, industry affiliations, events and other means of communication.

- b. If you have experience in communications, advertising, social media or marketing on a professional level or within your own business experiences, please volunteer to be a part of the expertise needed to create the action plan for this committee.
2. Increase Value of Membership and Attract Talent
 - a. This committee will look at ways to enhance the membership experience through outreach, programs, recruitment and governance. It will also put together an action plan to recruit talent within the organization to serve on committees and boards and help with membership activities.
 - b. If you have experience in human relations, civil organizations, organizational leadership, or other helpful skills, please feel free to volunteer to be a part of the expertise needed to create the action plan for this committee.
3. Foster "See-my Foodies" as an Outlet for Highland beef
 - a. This committee will look at ways to develop and enhance a tactical plan to reach consumers, interested in Highland Beef. This committee will piggy-back on many of the tactical communications platforms developed by the first committee but with focus solely on consumers and consumer outlets.
 - b. If you have experience in consumer marketing, grocery/restaurant or retail management, selling large volumes of beef to consumers through marketing messages and tactics or other helpful

skills, please feel free to volunteer to be a part of the expertise needed to create the action plan for this committee.

Committee Contacts to Provide Feedback or Volunteer:

1. Design and Implement a Strategic Communications Plan
Josh Krenz • info@windlandflats.com
John Ligo • johnligo987@gmail.com and
Heather Bailey • tamarlinnorth@aol.com
2. Increase Value of Membership and Attract Talent
Nick Self • rockhousehighlands@gmail.com
Laura McDowell-May • seawindmeadows@gmail.com
3. Foster "See-my Foodies" as an Outlet for Highland Beef
Heather Poss • gtposs@daltontel.net
Derek Williams • rsrhighlands@gmail.com

If you do not feel you have the caliber of expertise we are seeking on our committee but still want to provide your opinion, you can reach out to these current members of the AHCA LRP strategic initiative committees to provide feedback. Thanks for taking the time to give your feedback and time to join these short-term committees (March-June 2018). All volunteers should reach out to one of the committee members listed above by **April 15, 2018**. As a volunteer organization, our membership is only as strong as the members themselves. We have a number of people with the expertise listed above and we need your help on a short-term basis. We hope you will consider investing a short amount of time for the long-term success of the Highland breed.