

Update on the 2011 Long Range Plan

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"We are one year into our Long Range Plan and I am extremely pleased to report that 72% of the key initiatives set forth in the plan are on track, on-time and on-budget!"

There are a number of reasons that explain how we have been able to achieve this success. First, for those of you who recall the AICC convention featuring a team of US Air Force Pilots, including James D. Murphy, you will recall the system they called **"Flawless Execution."** We implemented this system of "PLAN, BRIEF, EXECUTE & DE-BRIEF" for our long range plan.

Secondly, we enlisted an expert, George Moretti, to facilitate and manage our team. We scouted many member volunteers back in March of 2011 and assembled our team. Since then we met to brainstorm the results from our annual survey to conclude with a list of key objectives. Each objective falls under one of the categories; Membership, Education, Conventions, Industry Relations, Executive Structure and Sustainability. We presented these initiatives at the Fall Convention in Salt Lake City, UT, and since then have been busy working on the execution phase of these powerful ideas.

Let me share with you a few of these projects. Under the education heading we have proceeded to develop our **AICC University**.

We have partnered with an online training company who specializes in executing online courses. We have already completed the curriculums for Health & Safety Training. Ralph Young, an industry veteran, is currently knee-deep in writing the curriculums for our Technology of Paper courses . . . just to name a few!

Under our conventions umbrella you may have observed that we utilized an enormous amount of technology into our spring meeting, through QR codes, Twitter feeds, and online purchases – all balanced with Andy Pierson's time-critical theme of FACE to FACE. These technologies cannot replace face to face communication, only enhance it. **"One convention or two"?**

That is the question! We believe this trend is near, so we are prepared to re-structure our regional meetings in order to facilitate that end.

This new direction will allow us to better align our annual theme with supplier presence and industry input. We believe if we can visit the four corners of the US each year under "lower cost" and "easy access" destinations, in addition, we can achieve hosting one annual convention that becomes the **"Can't miss event of the year."**

Our Industry Relations chairman says "Keep watching for more announcements in our industry's trade press about AICC **set-aside agreements.**" From the survey, our members voiced their belief in further enhancing our relationship with our integrated partners as being an integral part of our future success.

Currently, the estimated cost to complete 100% of the initiatives as they appear today is approximately \$350,000. However, like our economy, our marketplace and our industry remain volatile; we must therefore be resilient and ready for change. Reviewing the programs every 30-60-90 days for relevancy is the "new normal" and this we are doing.

The next report on the Long range plan will take place at SuperCorrExpo this fall. See you there. ■