

NNBA Board Meeting Minutes – Strategic Planning

December 30th, 2025

Conference Call, Microsoft Teams, 8:30am

Attendees: Alex Job, Caleb Johnson, Matt Pommer, Isaac Burrous, Ben Christen, Crystal Cady, Amanda Gardner, Allison Bradley, John & Souny Kennedy, Ali Pennell, Deby Barnhart, Tim Elbert, Jonn Karseboom, Kecia Carlson, Dennis Fix, Mark Bigej, Trevor Cameron, and Brian Bauman

Tim O' Neal, Andrea Shonnard, Alexis Reifenstuhl, Kelley Kenyon, and Marcia Bruno were not in attendance.

John Kennedy called the meeting to order at 8:35am. Crystal Cady thanked everyone for taking time out of their day to join us. She noted that the vendor survey results aren't yet in to discuss at this meeting, but we will have them for the in-person meeting in February.

Strategic Planning

John and Souny gave an introduction of who they are and what they do and thanked Ali, Crystal and the board for working with and allowing them to assist with our Strategic Planning initiative.

John reminded everyone that the website for all things Strategic Planning is located at:

www.Boomerwrangle.com\NNBA and the password is NNBA2025. John hoped that everyone had a chance to review the portal and survey results. He noted at this meeting the board members will "pitch" the boulder they are championing, in hopes that each sub-committee member can choose a priority that they best align with and join a "team" that they would like to be on.

- John Karseboom asked why we ended up with 4 Boulders, not 3, 5 or 7? Isaac said it was to not overwhelm and to be able to truly focus on the *most* important items to our members.

Matt Pommer – NNBA Member Profile

Matt spoke about addressing membership overall, including location (state/region), distance from other members, defining what a "member" is and/or should be.

Isaac and Caleb – Profitability & Value Proposition

Isaac spoke about the 3 rocks within the boulder – vendor accountability – dating/discounts/programs not offered to individuals. And what makes a good vendor. The competitive advantages of NNBA membership. Business 2 Business Services and Benchmarking – sharing of the standardized info for our line of business(es). Also services the NNBA can/should offer to members (i.e. health insurance, merchant services, and more).

Ben Christen – Technology

Ben spoke about changing the ERP system in the NNBA office for staff, members and vendors alike, as the current system, Great Plains, ends in 2028. Maximizing communication with little effort while utilizing technology.

Alex Job – Networking/Community

Alex talked about how to enhance the NNBA Community and getting connected. How to get members excited about being a part of the NNBA community. What types of education do our members need *and* want most – we want to make sure we are investing where we need to be.

On the portal, there is an updated Foundation of Strategic Plan document for each boulder, which will eventually include each boulder with committee member names assigned, pebbles and progress being made – with timelines.

Sub-committee members spoke to which areas interested them, with their choices shown below:

Name	NNBA Member Profile	Profitability and Value Proposition	Technology	Networking / Community
Tim Elbert	1st	2nd		
Dennis Fix	1st	2nd		
Brian Bauman		1st	2nd	
Deby Barnhart		1st		2nd
Mark Bigej	1st	2nd		
Trevor Cameron		2nd		1st
Jonn Karsseboom			2nd	1st
Tim O'Neal	1st			2nd
Kecia Carlson	1st	2nd		
<i>Alexis Reifentuhl (TBD)</i>	2nd		1st	
<i>Marcia Bruno (TBD)</i>	Any	Any	Any	Any
<i>Andrea Shonnard (TBD)</i>	2nd	1st	3rd	4th
<i>Kelley Kenyon (TBD)</i>				
Total	8	9	5	6

Between now and the next meeting staff will gather information from the Vendor Survey; get Sub-Committee positions set and look forward to seeing everyone at the annual meeting.

Meeting adjourned at 10:00am.