



Executive Summary February 2026

Congrats to the Board Members, CEO and staff on a wonderful Annual Meeting of NNBA. The outcome of the event yielded a new Board Member, a sharpened focus on the future, and a strategic plan with our first steps ahead outlined within our NNBA Portal.

The notes of the “First Priorities” from our effort are currently uploaded into the site and are ready for your review. The suggestion is to meet with your subcommittee to review the commitments, the timelines, and the owners/champions and assign one person to update the outcomes/timelines.

We invite you to review your current timelines and edit them appropriately within the system to help familiarize yourself with how it works intuitively. Knowing that some of the priorities are evolving over time and are also interconnected to other pillars, I ask that you review this effort as often as you can with each other to reduce overlap or redundant efforts.

From there, I suggest you lead your subcommittee team with clear direction, expectations and reportable outcomes that can be tracked and measured for completion within the NNBA Portal.

NNBA Hublink: <https://www.nnbahub.com/>
Password: 2026

Our next meeting will be a Mile Stone Meeting in June for the Board Members to report on their Pillars and Priorities and the impact the subcommittee members are having on the execution of the strategic plan. Dates to consider for a virtual meeting are June 15, 16, 17, 22, 23, 24. Please let me know which works best after your next board meeting so I can protect them on the calendar (Maybe Crystal can do a quick poll to protect the date sooner...).

Final Notes:

The first priority will look to be completed by December 15, 2026. That is the one that has the most impact on your Pillar and will assist in creating our system for success in the 2027 season.

We will be attending the Fall Trade Show October 19th – 21st where we will meet again in person and review our traction from 2026 and set up for success with priority number two in 2027.

We will follow the same approach and leverage the portal to communicate, engage, update and build accountability. Souny and I are happy to help in any way needed and necessary as we take this journey together. Find us anytime, with any questions about anything!

John