



# Foundation of Strategic Plan 2026

PILLARS		ROCKS	BOARD CHAMPIONS	SUB COMMITTEE
<p><b>NNBA Member Profile</b></p> <p><i>Membership Pillar from original survey results Includes consideration of geographic and demographic makeup.</i></p>	<p><i>Priority One:</i></p>	<p>How big and how far should NNBA Grow?</p>	<p><b>Matt Pommer</b></p>	<p>Tim Elbert Dennis Fix Mark Bigej Tim O'Neal</p>
	<p><i>Priority Two:</i></p>	<p>Redefining of member qualifications within the bylaws.</p>		
<p><b>Profitability and Value Proposition</b></p> <p><i>Member Value/Enhanced Member Benefits/Vendor Value Pillars from the original survey results.</i></p>	<p><i>Priority One:</i></p>	<p>Vendor Accountability</p>	<p><b>Isaac Burrous &amp; Caleb Johnson</b></p>	<p>Brian Bauman Kecia Carlson Andrea Shonnard</p>
	<p><i>Priority Two:</i></p>	<p>Competitive advantage of NNBA &amp; How that translates to profitability for the members.</p>		
	<p><i>Priority Three:</i></p>	<p>B2B Services / Benchmarking</p>		
<p><b>Technology</b></p> <p><i>Functionality/Accessibility Pillar from the original survey results.</i></p>	<p><i>Priority One:</i></p>	<p>ERP System for staff, members and vendors.</p>	<p><b>Ben Christen</b></p>	<p>Jonn Karsseboom Alexis Reifenhstuh Kelley Kenyon</p>
	<p><i>Priority Two:</i></p>	<p>How can we better communicate to our members and vendors? Easily and informatively.</p>		
<p><b>Networking/Community</b></p> <p><i>Education &amp; Meetings Pillar from original survey results.</i></p>	<p><i>Priority One:</i></p>	<p>Education</p>	<p><b>Alex Job</b></p>	<p>Deby Barnhart Trevor Cameron Marcia Bruno</p>
	<p><i>Priority Two:</i></p>	<p>Networking Opportunities</p>		