

# Michigan Soybean Association (MSA)

# STRATEGIC PLAN

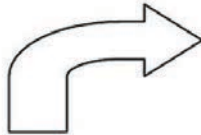
Approved 6/9/2010

**MISSION:** Producers improving and protecting Michigan's soybean industry.

**VISION:** Increasing value to Michigan's soybean industry.

*"It's important to have farmers represent farmers in DC and Lansing."*

*—Jay Ferguson  
Brown City, MI  
Soybean Farmer and  
Young Leader*



## BOARD & ADMINISTRATION

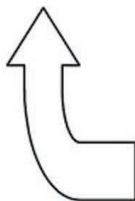
### **Strategic Goal #1**

#### **Be an Effective Association**

*Leaders, Resources, and Structure*

#### **Strategies**

1. Hold effective board meetings and the Annual Meeting of Members
2. Train and retain competent leaders
3. Maintain well-kept financial, membership, and organizational documents
4. Utilize modern communication methods



#### **MSA VALUES:**

- Maintaining a vibrant soybean industry in Michigan
- Future Focused
- Being at the table politically, not only on the menu

## CORPORATE RELATIONS

### **Strategic Goal #2**

#### **Facilitate Corporate Support**

*Publications and Programs*

#### **Strategies**

1. Secure continuous sponsorship for MSA
2. Develop and deliver high-quality, useful information (such as *Michigan Soybean News*)
3. Continued involvement with programs offered through the American Soybean Association (ASA)



## PUBLIC AFFAIRS/POLICY

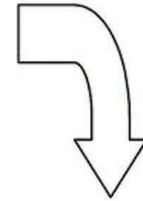
### **Strategic Goal #4**

#### **Political Representation at State and National Levels**

*Representatives, Senators, Members of Congress, and Policy/Advocacy Efforts*

#### **Strategies**

1. Initiate statewide policy resolution development
2. Establish/maintain positive relationships with the Michigan Legislators and Members of Congress
3. Host events for political leaders
4. Distribute Call to Action alerts for members
5. Be an active member in the Michigan Chamber of Commerce



## MEMBERSHIP

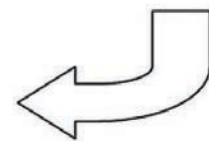
### **Strategic Goal #3**

#### **Successful Recruitment and Member Retention**

*Membership Servicing and Recruiting*

#### **Strategies**

1. Offer programs within districts and statewide for members
2. Establish membership recruitment and retention programs
3. Maintain on-line presence



If you believe, belong.

