

Executive Board Message: January 2018

It is now January and our board year is half over. At this time I wish to take this opportunity to outline your board's activity over the last 6 months and provide a sneak peak at some the plans for the remaining 6 months. In June, we initiated a new 3 year plan which focused on growth of the organization through aggressive new member campaigns, membership retention and continuously improving value to our members through better dinner programs, re launch of seminars, development of a mentorship program and continuous improvement in our communication protocols to members which we hope will lead to better brand recognition.

So far this year we launched a new member campaign over the summer, paid particular attention to program content and are looking to upgrade our web site and CRM capabilities. Over the next two years we plan to re introduce seminars, possibly in partnership with the mega committee and develop a mentorship program with the assistance of the improved CRM functionality.

Our treasurer has worked with our office staff to make our financial reports easier to understand and enable your board to make sound business decisions related to our finances. We have also filled our vacant 2nd VP position by raising Erica Patterson to that role from her role as board director and have back filled that role with the elevation of one of her committee members to committee chair.

Our programs team under Ron Heere has not only engaged the speakers to ensure that the theme of the year, category management, is followed, but also ensured that the presentations address the needs of all levels of member from assistant buyer to CPO, not an easy task but certainly adds to the value we offer. Look for a site visit in May. Details are being developed now.

Plans are being developed to launch a follow up new membership campaign through Joe Moran's membership team in January and also create a sound membership retention protocol/campaign to enable actual membership growth. Discussions related to development of a mentorship program for all members are part of the plan for the 2nd half and the board will be reaching out to ISM Global for assistance.

Our education board director, Edna Shriver has been very active with our 2 University partners in developing student mentoring programs and enabling participation in our dinner events as well which also improves our brand recognition. The board will also be working with ISM Global and Edna's team to offer a Pilot CPSM program based on the new re write of all 3 exams which will be offered in the spring. Details will be forthcoming in January, but our interest has been filed with ISM Global.

Overall, I believe we are holding our own this year and are working on making improvements to enable growth. This work can be accelerated by you, our members by volunteering for one of our committees.

Thank you. Happy New Year

Jim Moran, C.P.M.; CPSM; President, ISM-Philadelphia.