

**Long Range Planning Committee Meeting  
Minutes of Meeting: January 17, 2007  
Savannah, GA**

**Agenda Item 2 - Strategic Plan Review**

Discussion of the first two priorities from the Strategic Plan continued.

**Priority 1: Develop structured leadership program (E. 4)**

In addition to the comments from August, 2006, a leadership framework needs to be developed and should include:

- Bylaw guide
- Procedures Manual (Note currently need finalization)
- Guide to navigate the Official Publication: key areas to be familiar with
- Dummy's guide to Robert's Rules of Order
- Criteria for leadership development
- Online survey to identify leaders

General comments:

- The Procedures Manual is currently being finalized for approval at seminar and will be placed on the website
- Training on "how to use the OP" should be on the website and would make it more helpful to regulators and regulated industry

**Priority 2: Evaluate current structure of Board of Directors (E.1)**

Amended recommendations for Board Structure:

Past President\*

President

President Elect

4 Directors\*\*

Secretary-Treasurer

\*Part of Nominating Committee that assess Directors to select President Elect. Directors require a minimum of **2** years on the Board in order to be considered.

\*\* Create/define 4 regions to ensure national representation on Board. Term suggested is 2 years. Term is renewable and doesn't require representative to commit long term to Presidential obligations. Term limits could be set, e.g.: 2 consecutive 2 year terms

General Comments:

- Need increased accountability for decisions of the organization - for example, Executive Director
- What are the committee's functions? Should the Board hold the committee chairs more accountable? Suggestions and comments for consideration:
  - Minutes should be submitted within 3 days of the meeting
  - Regulated industry depending upon AAFCO actions, especially when they are following up on committee responsibilities
  - Committees could give report to the board at the end of meetings
  - Conference calls could be used to ensure that action items are completed - more cohesive groups
  - Evaluate why committees are not completing their assignments; assess

- corrective actions and provide support/tools to effect change
- Make meetings three full days
- Development of strategy for uniformity
- Long range funding to accomplish organization goals - undervalue our services
- Task force for marketing and revenue goals
- No formal venue to contact other groups or organizations
- AAFCO doesn't have a face! - Executive Director: develop a job description, part time person, etc, assessment of the position requirements
- Structure of the board - president elect reviewing committee work, duration on the board, obligation of presidency
- Board responsibilities not defined, bylaws too general, committee oversight unclear
- Strategic planning information/comments should also come from general membership

Agenda Item 3 - **Status of items from prior meetings:**

**Board:**

- Model Bill asked to develop training/training module on Model Bill to be used by states and regulated industry
- Update on networking activities/initiatives with others Associations to be presented by President Elect at the Annual General Session with updates as necessary on the web site; attendees at meetings will be asked for written reports; "Board Activities" section on the web site will be created for this and other communication needs
- Association education session on homeland security/biosecurity – President will obtain contact information on Homeland Security and will contact Chairperson of States/Industry Committee to use that forum
- Tracking system for record of past decisions and formal implementation plan for initiatives – sub-group of Board (Noel, Nelson, Krebs) to discuss and provide suggestions at August 2007 Board meeting
- Board has not received any feedback from NASDA despite attending each other's meetings; Board actions on membership invigoration initiatives include letters/meetings with NASDA, offering travel assistance and Committee Chair meetings to enhance understanding of issues
- Approved merging the TSE and Environmental Issues into one Contaminant Issues Committee commencing after August 2007
- Manual of Procedures will be posted on the web site (*time?*); *Outstanding: Association identification of core business; review and identify areas for increased efficiency to focus Association work;*
- Agree with Long Range deliberations and direction

**States/Industry:**

- Communications and exchange of longer term feed/industry trends for long term visioning supported – Board additional input that summits every 2 years will assist and should include NASDA