



Stair Manufacturers Association Strategic Plan

Charlotte, NC

April 8, 2011

Mission

Our new mission statement

Vision

What will the SMA look like in the future?

Ambition

What are our goals, objectives & tasks?

Action

What are our first steps?



Mission

To be the greatest resource of knowledge and tools contributing to the success of our members and the stair industry

Vision

CODE
OFFICIAL

DESIGN
COMMUNITY

STAIR PART
DISTRIBUTOR

EQUIPMENT
MANUFACTURER

STAIR PART
MANUFACTURER

CONSUMER

The people of the SMA
make up our building blocks
What will the SMA look like from
each member perspective?

STAIR
BUILDER

Vision

STAIR PART
MANUFACTURER

Utilizes the SMA to:

Attend to industry issues

Build more relationships

Learn about the industry needs and development

Advertise more often

Present and develop new products

Participate in trade shows

Network and form friendships

Maintain a presence in the industry

Vision

CODE
OFFICIAL

Utilizes the SMA for:

Source for more code interpretations

Education programs from exhibits & seminars

Access to information with minimal dues or free

Online Continuous Ed programs (learning units)

Purchase code inspection kit

Go to source for all stair questions

Tool for teaching building community

Vision

STAIR PART
DISTRIBUTOR

Utilizes the SMA for:

Place to meet new clients

Advertising opportunity

Learning about new trends

Better understanding use of product for sales

Education of parts required

Installation videos

Network of local installers to share with customers

Networking and friendship

Vision

STAIR
BUILDER

Utilizes the SMA to:

Update building code changes

Take classes to become certified

Learn about new products in market

Discover new equipment and tools

Improve Processes (installation, office, shop)

Train Skills (design, management, shop, field)

Network and develop friendships

Contribute to industry

Vision

EQUIPMENT
MANUFACTURER

Utilizes the SMA for:

Exposure to industry issues

Access to more customers

Understanding industry needs and development

Share new equipment and practices

Advertising opportunity

Product presentation and development

Trade show exhibit opportunities

Networking and friendship

Vision

DESIGN
COMMUNITY

Utilizes the SMA for:

Needs Similar to code official

Staircase specifications

Ideas - Photo gallery

Manufacture and design source

Industry trends, capabilities

Resource of stair builders and Manufacturers

Vision

CONSUMER

Utilizes the SMA for:

Knowledge of Stair Safety

Safety programs: Children & Elderly

Referrals: Finding qualified builders/installers

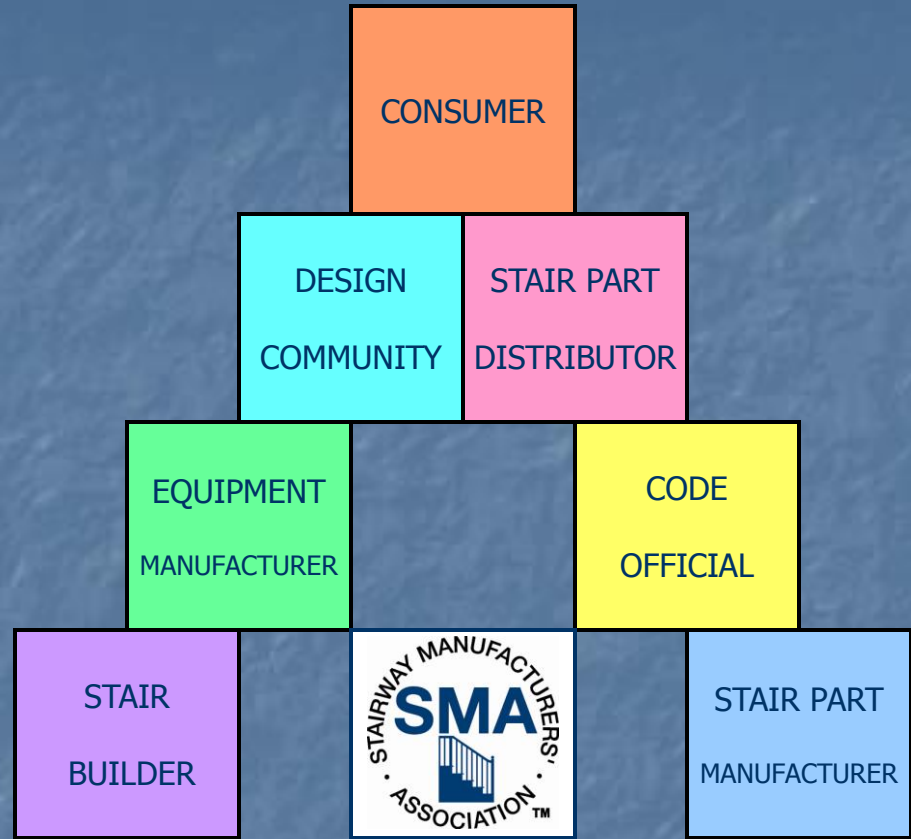
Sourcing of quality products

Education of products and usage

Aesthetics and design: Photo gallery

Understanding product: Glossary of terms

Vision



The building blocks of the SMA
Together we can *step up* to anything

Mission



Unifying Concept

To be the greatest resource of knowledge and tools contributing to the success of our members and the stair industry as measured by growth of retained membership.

Ambition

1

Increase our membership by 25% each year by providing a forum for open communication and exchange of ideas related to all aspects of the Stair Industry.

Update current Ad and Exhibit Policy.

Implement a communication tool (an online discussion forum).

Streamline or modernize web site to make more user friendly.

Develop SMA Regional Chapters.

Establish a feed back format.

Ambition

2

Increase the number of active SMA member participants in developing and maintaining program and publication activities by 10% each year through improvements to the governance, policies, and infrastructure of the organization.

Review governance to facilitate executive decision making and involvement of board members in facilitating program development.

Outline the infrastructure of SMA and committee flow, duties, and responsibilities.

Establish standard organization procedures & policies

Establish an Action Register to assure progress in our mission

Ambition

3

Continue to lead in code and standard development and provide for consistent interpretation across the industry by increasing circulation of SMA code related publications and the number of code certified members by 10%

Attend all code and standard hearings representing member interests to present desired reforms.

Publish Visual Interpretations.

Ambition

4

Expand SMA Education Programs by no less than 10% each year related to the development of stair professionals and enhancement of the public's perception of our industry.

Expand member educational program to include technical skills training by 2013.

Establish Stair Design Certification Board.

Stair Safety Education for elderly.

Develop "How to be a Better Stair Business".

Cultivate more programs to benefit the public.

Action

Board of Directors

Prioritize the goals and objectives

Develop effective communication

Assign objectives to respective committees

Monitor progress

Report the status of our efforts

Action

Code Committee

Prioritize the Goals and objectives

Action

Education Committee

Prioritize the Goals and objectives

Action

Marketing Committee

Prioritize the Goals and objectives

Mission

Can we be the greatest resource?

Vision

Where do you fit into our future?

Ambition

Any goals that we missed?

Action

Get involved! Reap the Benefits!