

Board and Guests,

I try to get my "notes" from the 4-P session out soon after the meeting but just too much to do and the weather was cooperating. Sorry for the delay.

Karen - please compare my notes to your official minutes and let me know if I need to make corrections. I know we have a couple of important "new things", like two board meetings at symposium, to keep in mind. Hope you get a chance to get the official minutes out so the entire membership can review them on the web.

Thanks to those who spent the day in service to MSPA and the Michigan Sheep Industry - not much for pay but most sincere appreciation for work well done! By showing up and participating, you made a positive difference for Michigan sheep producers.

#### 2019 4-P session

Attendees: Board members - Pat S, Mike B, Dale T, Heather L, Claudia C, Donna A, Karen S, and Ben B.

Guests - Maury and Nancy, Bev B, Denise B, Aimee Buckley (student doing sheep producer survey), Jim C, and Alexandra Schnabelrauch (our facilitator from Farm Bureau)

While we have had a mission statement with Alex's help, we added a vision statement.

Mission of MSPA: To provide a unified voice for the Michigan sheep industry and to make it possible for the Michigan sheep industry to be a part of a dynamic national industry.

Vision of MSPA : Be the go-to local mentoring network for all Michigan Sheep Producers

Aimee gave a report on the current status of her producer survey - if you haven't participated - go to [www.michiganflocksurvey.com](http://www.michiganflocksurvey.com)<<http://www.michiganflocksurvey.com>> . I think her findings will be very interesting and useful for the MSPA.

With Alex's guidance we did a SWOT (strengths, weakness, opportunities, threats) analysis.

#### Strengths:

Summer picnic, symposium, (family orientated), bus tours, Dr. Ehrhardt, fellowship and networking, newsletter, low cost dues, presence on social media, industry support & partnership, ASI grants, web site, 4-P session, national ties, youth program, scholarships, diverse board, working together culture, mutual respect among commodity groups, and solid membership.

#### Threats:

New competitor if we are not filling needs, loss of funding for MSU support, loss of marketing infrastructure, loss of processors, future vitality of MSPA, aging producers, political climate, Google, disease, board to member connections, internal parasites, land issues, board apathy, economics of the industry, diversity of producers, succession

#### Weakness:

Recruitment of new MSPA members, trying to be all things to all people, staying solvent/cash flow, knowing the why of membership attrition, volunteer driven bandwidth, part-time staff, confidence serving as mentors, planning for succession of MSPA staff, advertising, changing demographics, depending on MSU for education, connecting with vet students/frequency of touchpoints, timeliness, geography

#### Opportunities:

Grant income, membership needs/expectations survey, push for check-off, add youth to the board, change meeting/symposium location, ethnic groups at symposium, increase newsletter frequency, connect with bred organizations, co-op'ing for supplies and materials, net-working with vets, 4-H and FFA, facilitated small group training like Pipestone, knowledge bank of resources/people, on-line education opportunities, full time staff. '

We then identified the most important "threats" and "opportunities" and decided on a plan of action.

If anyone has additions or corrections - please holler out!

#### Membership recruitment:

Register 300 paid members by May 1, 2020 yr & see a 5% per annum membership growth rate. Team to report at January meeting. Work Group= Pat & Donna, report at Jan meeting

Staff Succession: Work group = Executive Director & executive committee to present succession plan to board at March 2020 meeting

Group Training: 3 new "workshops" presented May ~ Nov 2020 Identified by Aimee's research by April 1, 2020 and grow to 5 "workshops" by 2021. Work group = Aimee, Richard, Maury, Ben, Mike

Youth on Board: VP (Matt) will identify 2 young producers (16~25yr) nominees for board 2020 election. (youth are nominee's only and may or may not be elected to board.

Touch Points: Increase "touch points" from 4 to 8 per year to include: newsletters, emails, list serves in the next 12 months. Work group Bev, Denise, (communications committee) report at Jan meeting

I think we had a productive 4 hours and really appreciate your input. I know it's tough to get away for the day and hope we will continue to look for ways to have some time to work on MSPA business and get as many board members in attendance as possible. Would a weekend be better? A better time of the year? Maybe you feel we don't need this work session - your input is vital. Think on this.

See you at the symposium or hear from you sooner,

Ben