

## Mission and Vision:

### *SBN Mission:*

The SBN is an organization of diverse and talented individuals who gather together, support great causes, have fun and promote barbecue in South Carolina

### *SBN Vision:*

- To educate, develop & train members as follows:
  - Promote competition BBQ through mutual respect and shared goals between cook teams, contest organizers and the judging organization
  - Provide fairness, consistency & integrity in judging BBQ contests & events
  - Support charitable events by sanctioning BBQ contests & events
  - Support Charitable events by sanctioning BBQ contests and assisting event sponsors

### *SBN Strategic Priorities*

- Marketing
- Increase membership
- Improve membership experience
- Provide excellent service to our members and events

Strategic Priorities	Individual Goals	Organizational Goals	Action Items - Responsibility
<b>1. Marketing</b>	1.1 Appoint a Marketing Director 1.2.1 Modernize SBN Image/Logo and Taglines to better fit our purpose	1.1.1 Identify a person 1.1.2 Create a marketing budget 1.1.3 Create a marketing plan 1.2.1 Change By-Laws for logo	1.1.1.1 Ask the right person – Jim/Jack 1.1.2.1 Research common Budget % - Jim/Jack/Mike 1.1.3.1 Develop a plan to fit the budget – BOD 1.1.4.1 Attend Ways and Means
<b>2. Increase Membership</b>	2.1 Establish methods for increasing membership numbers by 100 2.2 Coordinate training class marketing	2.1.1 Establish the number of classes to be held each year. 2.1.2 Establish the locations 2.1.3 Establish dates to be held 2.1.4 Identify Trainers 2.1.5 Focus on local newspapers, club newsletters, inc.	2.1.2.1 Establish locations in Charleston, Greenville, Myrtle Beach and Columbia – Nan 2.1.3.1 Choose 4 dates for classes in 2016 – BOD 2.1.4.1 Train 2 trainers – Nan 2.1.5.1 Buy only local advertising for classes – Mike
<b>3. Improve Membership Experience</b>	3.1 Establish a clear vision for improving the use of SBN’s tools for communication, recognition, activities and benefits 3.2 Establish upper level training classes 3.3 Establish a benefit for staying to help for the entire process	3.1.1 Website improvements 3.1.2 Recognition 3.1.3 Communication 3.1.4 Gear 3.1.5 Member Activities 3.1.6 Welcome Package 3.1.7 Discount Programs 3.1.8 Create a plan for advancement to Master Judge 3.2.1 Create interesting classes for advanced training 3.3.1 Make it worth the while to stay and help	3.1.2.1 Develop a plan to recognize more member achievements – Randy 3.1.3.1 Write a quarterly newsletter – Jim/Jack 3.1.7.1 Develop vendors to allow for SBN membership discounts – BOD/Randy 3.2.1.1 Create classes and curriculum that would be of interest to the membership – Julian/Jack/Jim 3.3.1.1 Rewards for helping out until the end - BOD
<b>4. Attract more cooks to events</b>	4.1 Establish a plan to increase cook team participation in SBN Events. 4.2 Establish Kids Q.	4.1.1 Create a committee to address the projects 4.1.2 Feedback and suggestions from cook teams 4.1.3 Create an action plan to grow 4.2.1 Develop a contest including meat categories, cooking processes and rules	4.1.1.1 Establish a cook team committee – Jim 4.1.1.2 Poll cook teams to see how we can improve our service to the teams – Chair 4.1.2.1 Create a document of suggestions to events on how to grow their numbers with feedback gathered from poll - Committee
<b>5. Improve Infrastructure</b>	5.1 Establish 3 new Event Reps 5.2 Revise By-Laws 5.3 Revise the Contest Rules 5.4 Revise the Sanction Request form 5.5 Establish Operating Procedures for the Organization 5.6 Revise the Training Program 5.7 Establish the Finance Committee & build the foundation of a budget process	5.1.1 Identify and train 3 new ER’s 5.2.1 Continue to revise the By-Laws as needed to be effective 5.3.1 Review & Revise Contest rules as needed 5.4.1 Review & revise the Sanction Request form 5.5.1 Start the establishment of proper documentation for a manual of SOP’s	5.1.1.1 Get 3 new Event Reps into and established training program to grow the number of contests – Jim 5.2.1.1 – 5.5.1.1 – Delegate to the Ways and Means committee 5.6.1.1 Training Program – Nan/Carol 5.7.1.1 Establish Finance Committee – Ways and Means