



Southern BBQ Network
2017-2018 Annual Strategic Plan

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 and train members
- Promote competition BBQ through mutual respect and shared goals between cook teams, contest organizers and the judging organization.
- Provide fairness, consistency and integrity in judging BBQ contests and events.
- Support charitable events by sanctioning BBQ contests and assisting event sponsors.

SBN Strategic Priorities

Items bulleted with “•” are operational task in support of the Strategic Goals

- I. Marketing: Increase exposure of SBN to events, cooks, judges, potential judges and the public at large.
 - Appoint a Marketing Director
 - Identify a Person – Jack/Randy
 - Appoint a Marketing Committee
 - Create a Marketing Plan – Marketing Director and Committee
 - Prepare a budget supporting the plan – Marketing and Finance Committee

- II. Increase and Maintain membership to meet the needs of SBN. This will probably require some balancing as membership rises and falls.

- Appoint New Membership Director - BOD
- Training
 - New Members
 - › - Establish the number of classes needed – Nan
 - › - Set dates and locations of classes - Nan
 - › - Establish protocol for training classes – W.M.R. Committee
 - › - Document Cross Over Training – W.M.R. Committee
 - Table Captains
 - › - Establish the number of classes needed – Julian
 - › - Set dates and locations of classes - Julian
 - Event Representatives
 - › - Establish the number of Event Reps needed – BOD
 - › - Select candidates - BOD
 - › - Establish a protocol for Training
 - Maintain Current Members
 - Develop a plan to maintain memberships - Membership Director & Membership Committee
 - Create Classes and Curriculum for membership – Julian/Randy

III. Improve membership experience.

- Communications
 - Improve communications to the membership
 - › - Periodic Newsletter – Marketing Director
 - › - Website Improvements – Jack/Randy
 - › - Facebook communications – Marketing Director
 - › - Membership activities – Membership Director

IV. Provide excellent service to our members and events.

- Feedback
 - Events
 - › - Provide recommendation for documenting evaluation by Event Organizers after events – W.M.R. Committee
 - Membership
 - › - Provide plan on providing feedback periodically from both active and past due members – Membership Director
 - Cookers

› - Provide plan to provide feedback from cook teams – Mike Fields