



SOUTHERN BBQ NETWORK

STRATEGIC PLAN 2021-2022

The SBN Vision

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

SBN Priorities

- Preserve a Southern Tradition
 - ◆ Find and appoint a Marketing Director ***** Randy Eudy
 - ◆ Expand the current Kid's-Q program to incorporate high school culinary and welding students in competing in events and building BBQ grills. ***** Mike Wright, John Haney and Eric Carpenter.
 - ◆ Update and prioritize revisions to the bylaws ***** Ways, Means and Rules committee.
- Increase Membership
 - ◆ Establish Judges classes in both the fall and spring using the smaller sized classes on the day of an event ***** Andy and Glenna
 - ◆ Create flyers and/or brochures for distribution to possible new member's **** Randy and Sandi
 - ◆ Establish a team to set up a table at each event to promote SBN and sign up new members *** Randy and Sandi
 - ◆ Contact past members to rejoin *****Glenna
- Improve Membership Experience
 - ◆ Provide a Table Captains Class in support of the Master Judge Program ***** Andy and Glenna
 - ◆ Establish procedure, recruit and train additional members in calculations and Event Representatives' ***** Mike Wright
 - ◆ Investigate the cost to revise the current web page ***** James Bowman
 - ◆ Investigate the cost of additional SBN promotional items ***** Charlie Black
- Provide Excellent Service to our Members, Cook Teams and Events
 - ◆ Establish a team (a captain and six members) responsible for the care, transportation to events, set up, take down and storage of the SBN Tent. ***** Marketing Committee.
 - ◆ Set up procedure on how to promote new and maintain existing events **** Marketing Director
 - ◆ Develop incentives for cook teams to participate in events ***** Eric Carpenter, Bobby Brinson
 - ◆ Develop a joint partnership with contest organizers to share in local advertising costs promoting membership in SBN ***** Marketing Committee