

SOUTHERN BBQ NETWORK STRATEGIC PLAN 2022-23

MISSION STATEMENT & VISION

SBN Mission Statement: "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

2021-22 Completed Priorities

Activity	Owner	Outcomes
Find and appoint a Marketing Director	Randy Eudy	Marketing Director has been filled by Charlie Black.
Creation of smaller sized training classes on the day of an event	Andy Gillentine	Day of event training class was developed and completed
Investigate the cost to revise the current web page	James Bowman	Proposal based on estimated cost was prepared for Board review
Investigate the cost of additional SBN promotional items	Charlie Black	Additional promotional items were purchased and distributed to Cook Teams as well as sold to membership.

2022-23 Priorities

Administrative

Activity	Owner
Evaluate membership of Planning, Events, Training, Membership, Audit, Finance, and Ways & Means committees	Officers
Develop forward looking strategy for the organization	Planning Committee
Update and Modernize all SBN Documentation	Secretary, Operations Director
Develop strategy to review, and revise if needed, all SBN documentation.	Ways, Means, and Rules
Make publicly available all documentation required by 501C-3	Ways, Means, and Rules, IT Director
Evaluation of Membership, Training, & Sanctioning Fees to include cost breakdown of material cost for average 3 meat contest, training classes, and promotional materials.	Finance Committee, Budget Committee

Education and Member Experience

Activity	Owner
Develop strategy to promote membership during a sanctioned event.	Membership Directors
Contact past members to rejoin	Membership Directors, Secretary
Develop training plan to include Judge, Table Captain, Event Rep, and Calculations classes.	Training Director

Sanctioned Events & Mentoring

Activity	Owner
Expand the current Kid's-Q program to incorporate high school culinary and welding students in competing in events and building BBQ grills	Operations Director
Establish a team responsible for the care, transportation to events, set up, take down and storage SBN materials utilizing the recently acquired trailer.	Events Committee
Develop a strategy to engage with contest organizers to share in local advertising costs promoting membership in SBN	Operations Director, Marketing Director

Marketing

Activity	Owner
Continued development of SBN promotional materials and sales strategy.	Marketing Director, IT Director
Website revision to include Members area and updated E-Commerce options.	IT Director
Develop procedure procedure on how to promote contests and increase community engagement.	Marketing Director, Operations Director, IT Director

Special Events and Cook Team Engagement

Activity	Owner
Develop engagement plan to improve cook team participation	Cook Team Liaisons
Plan events to promote membership and communication between Board, Membership, and Cook Teams	Special Event Director

CONCLUSION

In pointing the way for SBN to achieve the goals identified above, this plan represents aspirations and the imperative to promote barbecue in SC, NC, and GA. These goals set out a yearly expectation to achieve the vision of SBN. During this time, additional action steps will be identified as part of our ongoing organizational strategic thinking. At the heart of this work stands our ongoing commitment to preserve the tradition of southern BBQ while also improving communities through supporting charitable events.

Kind Regards,

Andy Gillentine
President Southern BBQ Network

James Bowman
Vice President Southern BBQ Network

