



**Strategic Plan  
2010-2013**

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## **MISSION STATEMENT**

**As a member driven association, ACMA helps members prosper through:**

- Relevant education and information
- Expertise and representation in legislative and regulatory affairs
- Market growth and development

## **KEY RESULTS AREA OF EDUCATION AND INFORMATION**

### **Goal #1:**

**Provide resources for managing and growing businesses that are utilized by a significant number of the membership.**

1. Provide forum for top-notch education and information exchange for entire Composites Industry value chain and end users, which focuses on topics that are innovative and stretch the industry to prepare for the future, as well as manage their current business and operations effectively, and provide solutions.
2. Facilitate business opportunities for composites industry professionals from manufacturing, suppliers, distributors, end users and engineers at COMPOSITES through a diversified exhibit hall and networking opportunities, including a focus on composite FRP, equipment, thermoplastics, high performance, materials, and cast polymer.
3. Develop a comprehensive event schedule comprised of in-person and online events focused to all levels of professionals within the industry; which provides both innovative, cutting-edge education on expanding markets, materials, processes, and technology.

### **Goal #2:**

**Provide resources that a significant number of the membership find useful in educating and training their employees.**

1. Increase the number of CCTs in the industry and the recognition of CCT by strengthening the certification program.
2. Create a CCT-2 program, a certified practitioner windmill blade "Repair" program, increasing demand from the industry to "pull" the program through the system.

### **Goal #3:**

**Develop multiple communication channels to disseminate information to the greatest number of member companies and other stakeholders.**

1. Development of a user-friendly website meeting most current standards (2.0) that allows ACMA to more effectively engage members, other industry professionals, opinion leaders and the general public.

2. Broaden Composites Manufacturing's audience by increasing the number and type of readers who rely on the print and online publications for information. Increase the breadth, depth and quality of industry coverage.
3. Develop effective, easily-accessed means to communicate current and rapidly evolving news to ACMA membership and improve member engagement with existing publications. Launch targeted communications vehicles for CGI Committees and a Legislative/Regulatory newsletter.

**Goal #4:**

**Provide resources that prepare young people to enter the industry.**

1. Work with technical schools, colleges and universities, to provide composites education to young people who will enter the industry.

**KEY RESULTS AREA OF LEGISLATIVE AND REGULATORY**

**Goal #1:**

**Proactively influence regulatory agencies to generate a positive regulatory environment.**

1. Provide comprehensive monitoring of regulatory activities of federal and state agencies that could have an adverse impact on composites manufacturers.
2. Maintain current emission standards for styrene emissions
3. Maintain current safety standards that apply uniquely to composites manufacturers
4. Give highest priority to Federal standards; state priority would be aligned with number of members impacted.

**Goal #2:**

**Develop an effective legislative program that achieves important industry public policy objectives.**

1. Effectively monitor and address issues on Capitol Hill that impact the industry
2. Form and work in coalitions with other manufacturer organizations on issues of common interest
3. Have sufficient access to key leaders in the US Congress
4. Work with CGI committees to educate policy-makers on the benefits of composite products for solving important national problems.
5. Advocate for incentives and policies that increase the use of composite products.
6. Gain member support for and participation in the ACMA PAC.
7. Have robust grass-roots lobbying program that educates members on the importance of relationships with Members of Congress.

## **KEY RESULTS AREA OF MARKET GROWTH & DEVELOPMENT**

### **Goal #1:**

#### **Increase awareness of potential market advantages of utilizing composite materials.**

1. Assist the Committees of the Composites Growth Initiative with education to end-users
2. Proactively work on developing codes and standards that will open or expand markets
3. Develop multi-tiered public awareness program that promotes to key audiences the advantages of using composites materials (e.g. to targeted press, specifiers, regulators, etc.)
4. Assist in the development of new market opportunities, particularly with federal agencies and academic institutions
5. Function as an incubator to potential new CGI committees
6. Recognize composites innovations and growth in product development, research, processes, materials, and end use markets through the ACE/Pinnacle program

### **Goal #2:**

#### **Promote alliances among members (suppliers, manufacturers and end users) to explore new markets and/or technologies.**

1. Expand ACMA's partnering umbrella to include trade, technical, and professional organizations, academia, and government agencies.
2. Work to create more alliances among members through the committees of the CGI to include suppliers, manufactures and end users.

### **Goal #3:**

#### **Strengthen ACMA.**

1. Promote ACMA as "voice of the composites industry" (both within industry and to key audiences/opinion leaders) will provide increased membership; broader participation in ACMA events, products and services, and enhanced public awareness of composites industry
2. Increase overall number of members by 25% and increase annual dues revenue to \$1.5 million (25%)
3. Increase the reputation and recognition of COMPOSITES as the industry leader trade show and convention in the Americas through stronger education, speaker selection, exhibit hall, and an increased presence in other group's publications and materials.