

ABMA 2016-18 Strategy

Industry Promotion
Three-Year Plan

*Sponsors – Ted Fairley, Bill Gurski,
Task Force Volunteers - Eric Church & Jim Kolbus*

Change perceptions of boiler industry with supply chain and key constituents and ensure awareness of the innovation and impact of today's boiler industry. Market ABMA as the go-to association for boiler manufacturers and key industry partners.

Year One

- Engage marketing firm to partner on a comprehensive multi-year awareness campaign on today's boiler industry and ABMA for a multitude of audiences.
- Recruit additional staff expertise to support marketing project and all marketing related activities.
- Conduct market research from within member-base and key industry segments (including supply chain) verifying current brand value and positioning.
- Develop marketing and messaging playbook and plan for growth, establishing specific and measurable strategies to secure expansion and increase awareness.
- Launch first phase of messaging and strategies for promoting ABMA to boiler manufacturers and suppliers.
- Promote 2016 Manufacturing Day with ten members inviting their community to learn about today's boiler industry.
- Measure effectiveness and review recommendations from year one, finalize plan for year two based on results and new information.

Year Two

- Launch campaign for prioritized non-core audience to change the perception of the boiler industry.
- Launch second phase of marketing promotion for member segments.
- Promote 2017 Manufacturing Day and partner with CIBO to promote end uses for boilers.
- Measure effectiveness of year two initiatives and finalize plan for year three based on results and new information.

Year Three

- Launch campaign for additional non-core audience segment.
- Test the waters of expansion while still maintaining the course with the overall plan for primary audiences segments.

ABMA 2016-18 Strategy

Workforce Development

Three-Year Plan

Lead Sponsors – Don Whitman & Steve Taylor

Task Force Volunteers: Steve Rubarts, Brent Falcone, Jeremy Herrington, Dave Gadai

Institution Liaison: Dick Storm, Williamson

Address gaps in boiler industry knowledge through outreach to schools, workforce engagement, cultivation future leaders and facilitating the transfer of knowledge.

Year One

- Transition Scholarship Program beyond member focus and create internship component marketed to rising sophomores & junior engineering majors at key Universities and work with members for placement.
- Through meetings and webinars, ensure that ABMA continues to educate its membership with thought leaders in workforce development and engage students where applicable.
- Obtain insights from members on skills desired and positions of need along with insights on Universities and Trade Schools for partnership opportunities.
- Through member connections, engage select Trade Schools & Universities to discuss opportunities and obtain insights on how to create boiler industry connections from administration, teachers along with students that will help direct future efforts.
- Offer Manufacturers Conference in the 2015-16 and focus on the next generation of leaders that includes hosting a focus group to explore opportunities with this audience.
- Continue ITR webinar series and look for additional opportunities to bring new topics through webinar format.

Year Two

- Based on results of year one, decide if the creation of Workforce Development Task Force/Committee would help advance this initiative.
- Expand ABMA Internship program to Trade School Students.
- Create marketing materials using various mediums for recruiting engineering and trade school students into the boiler industry and participate in opportunistic career fairs.
- Enact two pilot programs based on previous year's intelligence for partnering with educational institutions based on prioritization matrix in an effort to expand their focus on the boilers technology in the classroom, educating students on career opportunities and creating a pipeline of talent with trade schools and 4-year institution.
- Assess the success of the first two Manufacturers Conferences and Future Leaders Group and decide on next steps for this program focus.
- Explore the creation of new educational opportunities for ABMA with members and the supply chain.

Year Three

- Explore curriculum development opportunities for high school, college and trade schools and prioritize projects based on potential impact.
- Evaluate pilot program success and look to expanding these partnerships while creating new partnerships in other regions.
- Implement one new educational opportunity from the previous year's list of ideas.
- Create white paper on the future workforce in the boiler industry.

ABMA 2016-18 Strategy

Advocacy & Partnerships
Three-Year Plan

Sponsor(s) – Tom Giaier & Nancy Stevenson
Task Force Volunteers – Mark Colman

Ensure ABMA is the go-to association for all issues dealing with non-residential boilers and perceived as the voice of this sector with relevant federal agencies and industry partners. Regularly communicate with members on regulatory issues and association progress that could impact their business.

Year One

- Continue to grow network and schedule quarterly meetings with key contacts at EPA & DOE to obtain insights on focus and progress on initiatives while offering technical assistance.
- Expand ABMA's technical network with meetings and taking advantage of opportunities to engage with related industry associations (NAM, AHRI, API, ICAC), industry partners (National Board) and member resources.
- Engage additional technical consulting to supplement the work of Geoff Halley and allow for mentoring.
- Establish a regulatory committee to guide policy focus and ensure ABMA is aware of key industry issues & concerns and assist the association in prioritizing our efforts.
- Create a source for the review cycle of all boiler related standards and set up a member liaison system with those related associations including NFPA, BTEC, API, ISR, ASME, National Board and others. These liaisons are expected to share updates and keep ABMA engaged on progress.

Year Two

- Create advocacy communications that is sent monthly or when actions occur to keep members informed on legislative and regulatory issues related our focus and educate members on ABMA's work to advocate on their behalf.
- Publish a list of recommended boiler standards throughout all sectors on the ABMA web site.
- Review all ABMA technical documents and make recommendations for sunset, updates and new areas of focus.
- Secure Joint Leadership (Board) Meeting with CIBO to discuss synergies and partnership opportunities.

Year Three

- Create a Federal Regulatory Policy Agenda through the Regulatory Committee.
- Convene a meeting of boiler standards developers and ensure ABMA has a voice in all processes and goals are aligned.
- Create or revise three ABMA technical documents with support from member volunteers.
- Implement one opportunity from ABMA/CIBO Leadership Meeting.

ABMA 2016-18 Strategy

Knowledge & Value
Three-Year Plan

Board Sponsor – Dustin Divinia

Task Force Volunteers: Tricia Staible, Tim Peterson, Eric Beniot & Steve Craig

Ensure ABMA is offering significant value to all members with regular assessments of programs and services and evolving to address changing member needs.

Year One

- Convert statistics program to online system and complete report review with each half of the assigned Product Group, starting with Burner Group, to ensure the report is optimized, timing is appropriate and correct companies are engaged and submitting.
- Work toward enhanced value from Product Groups by completing value assessment and engaging Leadership to explore new opportunities and initiatives for Product Groups and their meetings.
- Focus on engagement outside of Membership Meetings with second offering of Manufacturers Conference and implementation of Regional Engagements in two cities which will be used to update members on key initiatives and engage local prospects.
- Creation of Top 25 recruitment list with a prioritization of ten companies and focused effort for Top 5 along with objectives to get those five to join during the fiscal year. The outreach should correspond with the completion of new marketing materials.
- Organize ABMA Publications Library, creating a publications inventory and begin comprehensive review determining status of each publication (current/edits needed/no longer relevant) then setting up schedule for all updates.

Year Two

- Complete second half of statistics review with assigned Product Group to ensure the report is optimized, timing is appropriate and correct companies are engaged and submitting and explore statistics summaries for all reports by Product Chairs/Vice-Chair.
- Create or update two publications for ABMA's Publication Library.
- Encourage the creation of thought leader documents from the Product Groups that speak to a best practice or addresses an issue with their sector.
- Reimagine Buyer's Guide for 2016-17 by making it accessible through various formats and creating a vast distribution system that is designated relevant.

Year Three

- Complete State of the Boiler Industry report with vetted partner that would be complimentary to members and offered to non-members for purchase and offer broad overview of industry trends.
- Comprehensive membership survey that quantifies the current value of membership, validates strategy focus from Year 1 & 2 and looks beyond the three years for new opportunities.
 - What else do members want?
 - More Information – More Insights – More Trends
 - Online Communities – Information Sharing (Association & Between Members)