

# North Alabama International Trade Association

## 2019 Strategic Direction Document

### Vision

For North Alabama to be recognized as a Center of Excellence for International Trade.

### Mission

To provide International Trade advocacy, training, and networking to promote economic growth in North Alabama.

### Stakeholders

1. NAITA Membership
2. NAITA Board
3. North AL Business
4. Intl Support Services
5. Economic Dev. Orgs.
6. Academia
7. Federal, State & Local Govts in North AL

### Key Results Areas

1. Membership Retention, Expansion & Diversification
2. Prioritized & Targeted promotion of our region
3. Organizational Sustainability
4. Alliances with Regional & Intl. Econ. Dev. Orgs.
5. Alliances with Academia
6. Alliances with Legislators representing the region
7. Alliances w/other International Organizations
8. Alliances w/Statewide Trade Dev. Orgs.

### Critical Issues Summary

1. Trade Education
2. Public Awareness
3. Membership
4. Alliances – foreign & domestic
5. Metrics to measure success

### GOALS

#### Goal 1

#### Fiscal Sustainability

- Adopt a balanced budget annually; Reserve to be used for special initiatives
- Develop a plan for long-term organizational sustainability
- Audit/Review every three years

Leader: Treasurer

#### Objectives

- Identify additional funding streams/sources

**Action:** Continue to implement annual Sponsorship Campaign as a revenue stream.

#### Goal 2

#### Development

- Maintain sustained membership growth pattern - primary focus on expanding corporate level memberships through recruitment and outreach.
- Continue Sponsorship Development Plan to cover costs, increase attendance & provide organizational sustainability

Leader: VP Development

#### Objectives

- Increase NAITA awareness across North Alabama by offering membership events in at least 2 counties with cumulative goal of growing membership and diversifying across North Alabama
- Increase Sustaining Membership by 5
- Implement NAITA Export Launch Initiative
- Raise \$35,000 through 2019 Sponsorship Campaign
- Continue to expand NAITA's Social Media outreach

#### Goal 3

#### Programs & Services

- Establish a reasonable increase (10%) in attendance at Annual Events, such as World Trade Day.
- Determine membership interest in specific programs/topics.
- Continue to offer and grow the FMS/USASAC partnership events

Leader: VP Programs & Services

#### Attendance Objectives

- WTD 2019 – 200 attendees
- Conversation on Trade – 100 attendees
- NAITA FMS Industry Day – 200 attendees

**Action:** Survey Members on programs/topics of interest  
**Action:** Post event surveys to determine quality of programs

**Metrics:** Tally total event attendance & compare year-to-year

**Metrics:** Analyze post event surveys to determine results

#### Goal 4

#### Global Initiatives

- Track regional trade statistics
- Educate/advocate for positive trade policy
- Provide broader exposure for NAITA members
- Further develop relationships with targeted foreign entities

Leader: VP Global Initiatives

#### Objectives

- Expand Faces of Trade on website
- Continue to monitor critical trade issues and educate membership-determine advocacy efforts needed
- Increase participation in Capabilities Booklet
  - Print new booklet for Paris Air Show 2019
- Further develop relationships with targeted entities in Belgium, Canada, France, Germany, India, Mexico, and the UK