



**Institute for Supply Management**

**Greater New Orleans, Inc.**

**MARKETING PLAN  
2009-2011**

**Prepared by:**  
**ISM-GNO, Inc. Board of Directors**  
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## EXECUTIVE SUMMARY

### MISSION STATEMENT:

The mission of ISM Greater New Orleans, Inc. is to advance the supply management profession in the Greater New Orleans area, and to enhance the skills and knowledge of its members and all interested parties.

### VISION STATEMENT:

The ISM Greater New Orleans, Inc. will continue to be valued by its members and recognized throughout the region as a credible source of highly trained supply chain professionals offering quality learning opportunities to its members and all interested individuals through:

- Professional affiliation
- Educational forums
- Networking
- Volunteer opportunities that will contribute toward personal and leadership development.

In addition, the affiliate will champion and become fully immersed in the social and economic growth and recovery of the Greater New Orleans area.

### MARKETING PLAN:

The primary purpose of the 2009-2011 marketing plan is to increase membership by awareness throughout the business community and to retain current members by ensuring their expectations are being met. The membership target is set at 156 members, which represents a 30% increase over the membership of 2008 (120 members). In an effort to retain members, membership losses will be reduced by 50%. The marketing activities will be the responsibility of the current board and future boards in the next 3 years. Many of these activities have been and are currently part of the board members job descriptions.

## SITUATIONAL ANALYSIS

This analysis is designed to provide the history, forecast and the strengths, weaknesses, opportunities and threats (SWOT Analysis) of the organization.

### History:

ISM-GNO was established in 1924. It is a professional organization comprised of purchasing, materials and supply management professionals. Current membership for ISM-GNO is 137 total members. This is an increase of approximately 14% from August of 2008. Membership seems to be synonymous with the cyclical business climate, particularly from 1999 forward. Hurricane Katrina in 2005 and the subsequent loss of 50% of the population resulted in a nearly equal loss of our membership in terms of percentage. We have witnessed a slow but steady increase back to historical averages and growth in the membership since that time.

ISM-GNO's board has done an excellent job of improving in various areas in an effort to keep the organization viable and healthy. This is a group of knowledgeable, dedicated and professional individuals who are striving toward continuous improvement within the organization. These areas include but are not limited to the following:

- The Association web site was recently updated with a new and improved look. The board plans to continue to update the site in the future to keep up with our peers and make this a valuable tool for information and learning. This is an excellent marketing tool for the association.
- A calendar of events on the web site keeps members apprised of upcoming meetings, seminars and various training opportunities.
- Periodically changing meeting places while keeping costs reasonable to the association and members. This provides variety as well options for individuals who may not attend other meetings due to location issues.
- Enhancing the meeting topics and speakers to add more value for the membership. More strategic topics have been introduced. This tends to attract more managers and higher-level individuals in organizations. It also helps non-management individuals aspire towards managerial positions.
- Distinguished Service Award. This is awarded by the president. It is designed to acknowledge exemplary efforts of individuals that provide assistance to the association. It is also designed to draw more members into board positions and/or committee positions.
- Quarterly satellite seminars are free to members and a nominal fee of \$25.00 to non-members.
- Eight meetings held per year including a plant tour when available. There is at least 1 special meeting and the last meeting of the year which includes a special invite to all past presidents and their spouses. These meetings provide excellent networking opportunities.
- Acknowledgement of new members and guests at meetings and in the bulletin.
- Recognition of new C.P.M. or CPSM designated members at meetings and on the web site.

- The association also provides a service to members and/or member companies that are looking for jobs or purchasing professionals, respectively.
- The annual golf outing in which purchasing professionals, suppliers and their companies participate.
- All board members have the option to attend the ISM Leadership Training Workshops annually.
- Involvement with the local Chamber of Commerce.
- A good mix of board members. There is some continuity of the experienced members that serve in their role for several years as well as new members that are able to contribute new and fresh ideas for the association.

### Markets:

The following list comprises the target market of the association:

1. Current and previous members of ISM-GNO.
2. Anyone that works in the Purchasing/Supply Management profession who may or may not be aware of ISM-GNO and the benefits of the association.
3. The Hospitality Industry which comprises the major population of businesses in the Greater New Orleans area.
4. Students of local universities.
5. Professors and/or teachers at local universities in the business colleges.
6. Managers of members that are not members themselves.
7. Universities and colleges that may or may not offer Supply Management classes/curriculum.
8. Companies that specialize in the sale of products or services that have a Purchasing or Supply Management department without membership in the association.

ISM-GNO has membership from most of the markets mentioned previously. However, there needs to be a greater effort to maintain members, participate more with the local colleges and universities, and convey our vision and mission to the managers of members who do not participate themselves in the association. This knowledge of ISM-GNO will create awareness, promote networking, job placement, and increased attendance at meetings and increase membership.

### History of ISM-GNO Programs:

The basic format of ISM-GNO program has changed over the past few years. The monthly dinner meetings are held at popular locations around the area and there are noticeable upgrades to menu options as well. The overall quality of Speakers has improved over the past couple of years and this is evidence by our recent increase in attendance at monthly dinner meetings. We now average 30 or more members in attendance at our dinner meetings compared to an average of 15 -20 in the two years following Hurricane Katrina in August of 2005. This represents a healthy 22% of our membership that attends our monthly dinner meetings on average.

Membership surveys are conducted via our online meeting registration tool CVENT. It is a low cost way to give the members a voice and ensure that the association is

meeting its member's expectations. Another way to ensure current memberships' expectations are met is through an annual survey. This survey will be administered through CVENT at the end of the fiscal year to help the board prepare for the next year.

Strengths, Weaknesses, Opportunities, and Threats (SWOT):

The following analysis is a self-evaluation of ISM-GNO. It assists in identifying internal factors of the organization (strengths and weaknesses) as well as the external factors of the organization (opportunities and threats). The identification of these specific areas will help the organization focus on necessary issues.

SWOT ANALYSIS	
Internal Factors	External Factors
Strengths	Opportunities
The board is in good shape. A good mix of new board members as well as continuing board members.	Large number of underserved purchasing professionals in the area.
The average board member has a tenure of approximately 3-4 years.	Hospitality Industry represents tremendous growth potential for the association.
Highly trained and professional volunteers.	Change in tax status from <b>501(c)(6)</b> to <b>501(c)(3)</b> would bring in additional funds from corporate donations.
Membership numbers are improving.	Adding ISM-GNO sponsored 4 part seminar this year.
High attendance at special meetings.	
Cooperation with other professional organizations is promising (Chamber of Commerce, APICS).	
Number of volunteers has increased.	
Weaknesses	Threats
Fund raising projects are weak. Only 1 fundraiser in the past two years.	Low attendance of seminars and plant tours.
Fewer training options for the board. Budget funds for training already used in this fiscal year.	Only 1 day Leadership Training Workshop offered in 2009, occurring in the same fiscal year as last year's training.
Only advertising is through newsletter on internet and by word of mouth.	

Fewer companies based in the region, making membership growth a larger challenge.	Post Katrina environment continues to create challenges
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## OBJECTIVE AND GOALS

The ISM-GNO Board and Committee Chairs have established these goals and objectives for the years 2009-2011. The plans for 2009 will be reviewed and updated, accordingly for 2010 and 2011.

1. Increase membership by 13% over 2008 to 156 members by end of calendar year 2009.
2. Reduce membership losses by 50% by end of calendar year 2009 and 25% in years 2010 and 2011. While increases in membership are important, membership retention is equally or more important.
3. Increase attendance and participation in regular meetings by 10-15%. In an effort to increase attendance at general meetings all board members must make a real effort to attend all general meetings. Board members should always have "something" to report on, even if it is just to mention an upcoming meeting, seminar, trade show, etc. An effort will be made to have one board member at each table to help facilitate networking and conversation which is major perceived benefit of attendance.

## MARKETING STRATEGY

### Target Markets for ISM-GNO:

ISM-GNO will concentrate on these market segments. People from these 5 segments are in our membership and service area.

1. Supply management professionals and others who are members of ISM-GNO and ISM and utilize any of the ISM and ISM-GNO programs and services.
2. Supply management professionals and others who are not members of ISM and ISM-GNO, but who use some of the ISM and ISM-GNO products and services.
3. The Hospitality Industry to include Supply Management professionals at Hotels, Convention Facilities, Restaurants, local tourism establishments.
4. Supply management professionals and others who are not members of ISM and ISM-GNO and have little to no knowledge of the organization, it's purpose or it's services.
5. Members of academe who are in contact with ISM and ISM-GNO and are actively involved with the profession as educators, teachers or consultants.

6. Universities, colleges and community colleges that do not offer academic work in supply management and associated business topics.

Product List:

The product list includes the following products and/or events:

1. Eight meetings to be held during the ISM-GNO fiscal year, which begins in June and ends in May of the next year. June is a special meeting in which past presidents attend and have dinner at no cost to them. The past presidents are also encouraged to bring their spouse/significant other. Reward C.P.M. points at the end of the year for those attending the meetings.
2. A plant tour is usually held during the year, which has typically had a low turn out. Another possibility would be to have a speaker for 45 minutes to 1 hour and let the members bring a bag lunch to a central location (CBD).
3. Offer pre-meeting seminars that last 30 minutes to those who are interested in earning their C.P.M. or continuing education points. During these 30-minute intervals allow the viewing of the satellite seminar tapes for those who are interested. Reward C.P.M. points at the end of the year for those attending.
4. Continue to offer the special meeting during the year that members and their families may attend. In the past the following have been offered; casino night, jazz brunch, dinner buffet, hockey game, baseball game, etc. Use a variety, but use what has worked in the past.
5. Promote purchasing month in March by having "bring your boss night". Have a speaker that can effectively cover a strategic topic and offer a free dinner to the bosses that attend. This will promote the association to members and non-members as well as getting management buy in.
6. Continue the satellite seminars, which are free to members and are of nominal cost to non-members. Notify the Chamber of Commerce of such seminars.
7. Conduct 2 sets of reviews for the C.P.M. and CPSM exams. Offer these reviews in 4-hour increments during the weekend for those who are unable to attend such functions during the week. This is another way to earn C.P.M. or CEU points.
9. Continue the annual golf tournament. This is the only major fundraiser of the association. However, more needs to be done to promote it. Also investigate what other affiliates are doing for fundraisers.
10. Continue the Supplier Spotlight, which offers the supplier a small amount of time, for a small fee, to promote their products/services. This may also assist supply managers to find necessary products/services. However, this should not be offered at every meeting and the timeframe needs to be limited so the supplier

does not monopolize the entire meeting time. Offer no more than 3-4 times per year.

11. Continue to offer the drawings for educational materials, gift certificates, etc. held at each meeting. This is obviously a draw for people to attend.

Major communication and advertising efforts will be accomplished as follows:

1. Publish monthly meeting details in the Times Picayune and City Business at no cost.
2. Publish in the newsletter an annual list of program events and topics.
3. Develop a personal communication for members that are not active. We want these members to feel welcome and become active. Maybe create a letter or make a phone call.
4. Set auto reminders in CVENT for events and/or seminars.
5. Continue to participate in the Chamber of Commerce Trade Show held annually (July).
6. Get more involved with the universities, colleges and community colleges. Send ISM-GNO representatives to the business colleges to speak about the profession. Investigate the possibility of participating in job fairs.
7. Examine new member orientation. Are we meeting new members expectations? Do they feel welcome? Are they attending meetings? Why or why not? Call them to keep in touch.
8. Create a roster of non-members in the supply management profession. Establish an active letter writing campaign and send 10 letters out each month. Send a copy of the newsletter with the letter and the benefits of membership. Also send an invitation to be a guest at the next general meeting.

#### Marketing Mix for ISM-GNO

ISM-GNO will attempt the following to bring the new plan to its customers:

##### Product

Products and services have been previously listed. The number of seminars and special programs will be increased. We will take annual surveys to ensure that customers' expectations are being met with regard to products and services being offered by the association.

##### Price:



We will continue to keep all prices as reasonable as possible. It is anticipated that membership fees will not be increased over the next year. Satellite seminars are free to members and only \$25.00 to non-members. Monthly dinner meeting meal cost has been added to the annual dues. This has proven to be a big boost to monthly attendance.

#### Promotion:

Meeting notices will be entered into 2 local papers (City Business and The Times Picayune) on a regular basis. Contact will be made with new members as well as inactive members to determine if expectations are being met. Also a set of form letters will be established and sent to non-members, non-member companies and inactive members in an effort to inform and follow-up, respectively.

#### Place:

In the past meetings were held at the same place and time. It has become apparent that a variation in time, place and day is a welcome change and as such will be rotated so as to offer different options to those that may not be able to attend at specific a location and date.

### PROPOSED ACTION PLAN

The following proposed action plan is suggested in addition to activities and events already in place. It is recommended that the ISM-GNO Board review this action plan and determine the action items that should be pursued, the responsibility, timing and appropriate budgetary requirements. This will then allow a marketing budget and respective controls to be established.

Action Item	Description	Responsibility	Timing	Budget
Membership survey	Issue a 1-2 page member needs survey.	Entire Board (submit 3-5 ques. for survey.)	Annually	\$0
Pre-meeting seminars	30 minutes of satellite sem.	Programs/Pro-D	Bi-Annually	\$0
Meeting notices in 2 local papers	Email or fax to Times Picayune & City Business	Public Relations	Continuous	\$0
2 C.P.M. reviews.	2 part (4 hours) C.P.M. rev.	PRO-D	Annually	\$0
Dinner Meeting Survey	Automated from list of attendees via CVENT	Programs	Continuous	\$0
Annual program	More detailed calendar of	Programs	Continuous	0

of events and topics	events.	And Public Relations		
Follow up with new members.	Are needs being met?	Membership	Continuous	0
Letter/phone call to inactive members.	Follow-up to revive interest.	Membership	Bi-Annually	0
Roster of non-members	Establish email list.	Secretary	Annually	\$0
Lunch Meeting	In place of Dinner Meeting in certain months.	Programs	Annually	\$0
Send letter to non-member co.	Inform non-members and co. of benefits	President	Annually	\$50
Job fairs at colleges.	Participation in job fairs.	President Membership	Annually	\$500
Bring your boss special mtg.	No cost to boss attending mtg.	Gen. Memb.	Annually	\$500
Provide C.P.M. points.	To members attending mtgs.	PRO-D	Continuous	0
Internships	Determine if there is a need.			0

## SUMMARY

This marketing plan has been developed for the years 2009-2011. This is a working document and must be updated at least once per year. The purpose is to generate ideas in an effort to increase new membership and retain current membership.

In addition to increased membership and retaining current members, more attention needs to be focused on certification of members. The C.P.M. and CPSM designation indicates a commitment to continuing education by members who hold such title. One of the primary reasons for the establishment of ISM-GNO is to promote education within the community we serve.