

# **Business Plan 2009**

## **FOR LAKELAND BRANCH**

### **Executive Summary**

Economic activity of the Lakeland Branch has remained and will remain level throughout the next planning period. Branch membership has remained and is projected to remain constant over the next year and a half, at approximately 110 members. Branch activity is expected to be constant over the planning period, enhancing Lakeland Branch's outreach and member development/networking activities.

The largest challenge facing the Lakeland Branch is a small membership over a large geographical area, which limits the turnout at events the Branch holds. The challenges being faced by members are similar to the Branch; due to location members have difficulty accessing Professional Development opportunities. Lakeland Branch intends to continue meeting its member's needs by targeting two (2) Professional Development sessions per year to the Lakeland area and distribute information about other branches Professional Development activities that are geographically convenient. In addition, the Branch plans to increase member involvement by hosting other Branch activities throughout the year. The Branch also intends to continue providing supervision for the professional practice exam and other APEGGA exams as required in the Lakeland area.

### **Administrative Issues**

The largest issue being faced by the Lakeland Branch is volunteer recruitment and volunteer continuity. A large number of the members in the Lakeland Branch are employed through the oil industry and are only temporarily positioned in the area. This temporary positioning leads to a largely transient executive and membership. This transience leads to difficulty recruiting and retaining volunteers.

Lakeland Branch will continue to promote member involvement in the Branch. The Branch will do this by continuing to offer interesting and exciting events for its membership, while also promoting the value of member involvement with the Branch and also the Branch Executive.

Signed,

(original on file)

Wayne H. Manning, P.Eng.  
Chair  
APEGGA Lakeland Branch Executive

# APEGGA Lakeland Branch – 2009 Business Plan

**Goal**

**1. Public**

**1.1. Promote Science & Technology in local schools and industry.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
Judging School Science Fairs	Outreach Coordinator	Continuing to provide assistance as requested
Participating in School Career Fairs	Outreach Coordinator	Continuing to provide assistance as requested
Branch Science Olympics	Outreach Coordinator	Plan to build upon 2008 success.
APEGGA Lakeland Branch Scholarship Awards	Chair	Award scholarships to students at the end of the 2008 / 2009 school year. Details to be finalized prior to Jan 31, 2009.

**1.2. Enhance image of profession in the community.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
APEGGA Teacher Awards	Outreach Coordinator	No nominations from Branch district in 2008. Continue to promote in 2009 at the local schools.

**2. Members**

**2.1. Provide information and mentoring to MITs under the direction of the Professional Development Department.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
None		Low number of P.Eng.'s in area plus low membership involvement in other Branch activities to start a successful program.

**2.2. Provide opportunities to network with members and the public to assist in career development, and understand the other professions in the Association.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
Annual APEGGA/ASET Golf Tournament	Chair	Continue working with ASET on planning event.
Annual APEGGA President's Visit	Chair	Currently being planned for Q1/Q2 2009.

**2.3. Provide local professional development as part of APEGGA's professional development program.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
PD Event	Chair	Successful events in 2007 / 2008 <ul style="list-style-type: none"> <li>- Laser Presentation</li> <li>- AETE Base Tour</li> </ul> Continue targeting 2 events per year.

**2.4. Enhance APEGGA's image and value to members.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
Being incorporated with items from 2.2 and 2.3		

**2.5. Increase member involvement.**

<b>Activity</b>	<b>Leader</b>	<b>Progress</b>
Personal Contact with Executive (i.e. follow-up phone calls and e-mails to alert members of upcoming events).	All Executive members	On-going.
Branch Mixer	Executive Committee	Event held in 2008, unlikely to continue with future events at this time.
Ticket Agents	Chair	Tickets not required for currently planned events. Will re-visit if required.

**Updated: August 07, 2008**

**Next review: As required**