

Business Plan

FOR LAKELAND BRANCH

June 2005 to December 2006

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 80 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 number of events the branch is capable of hosting. 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 members needs by continuing to bring an annual Professional Development session to the Lakeland area and distribute information about other branches Professional Development activities that are geographically convenient. 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.

To combat the problems of volunteer recruitment, Lakeland Branch has employed a strategy of retaining key executive positions for a minimum two year term. While this limits the possible pool of volunteers it assures a minimum of yearly continuity and the ability to build year-to-year on organizational successes.