



ISM-Nevada, Inc.
Marketing Plan
2010-2013

EXECUTIVE SUMMARY

ISM-Nevada, Inc. is a professional association of purchasing and supply management professionals in the state of Nevada. Due to the efforts of the Executive Director and the Board of Directors, ISM-Nevada has become a virtual Affiliate with members across the United States and Overseas. The association consists of approximately 200 and is one of 170 affiliates of the Institute of Supply Management (ISM) whose total membership is approximately 34,000. ISM-Nevada is the largest purchasing and supply management organization in the state of Nevada.

ISM-Nevada has developed a strong volunteer leadership base and financial reserves over the past few years. This stability combined with the tremendous growth and employer base in the state of Nevada has positioned ISM-Nevada to reap the rewards of membership growth and retention. The Executive Director and the Board have developed an aggressive Marketing Plan that provides the framework to capitalize on this unique potential.

ISM MISSION STATEMENT

The Mission of ISM is to Lead Supply Management.

ISM-NEVADA MISSION

ISM-Nevada will lead supply management professionals in Nevada and other states through professional credentials, education, leadership development and networking.

OFFICERS AND COMMITTEE CHAIRS

See website at www.ismnv.com for current list

ISM-NEVADA MARKETING PLAN

The Marketing Plan primarily focuses on providing the framework for generating an increase in ISM-Nevada membership and retention of current membership. The Executive Director and Board believe this focus is critical to the growth, and sustainability of the Affiliate.

The membership growth rate is set at 5% and the retention goal is 80%. Our current seminar schedule, satellite seminars, professional credentials classes, both lunch and dinner meetings, plant visits, annual Supplier Opportunity Faire, and aggressive recruitment efforts to the gaming, hospitality, mining industries, and students industries in Nevada comprise the Affiliate's activities in support of our mission, goals and focus.

SITUATIONAL ANALYSIS

ISM-Nevada offers numerous benefits to members including networking, an extensive knowledge pool, satellite seminars, peer resources, scholarship opportunities for seminars, local job information, lunch and dinner meetings, educational material, volunteer opportunities, membership in a nationally recognized professional organization, C.P.M. points, and of course fun!

In the past many members relied on their employers to pay their annual membership fees. In times of economic decline, employers have begun to cut budgets and professional memberships are often the first expenses to be eliminated. This can hinder the organization's growth and sustainability.

There are several other professional organizations in the Las Vegas area that compete for our membership: National Contract Management Association (NCMA), American Production and Inventory Control Society (APICS), National Purchasing Institute (NPI), and National Institute of Government Purchasers (NIGP). ISM-Nevada must offer "value added" programs and products to its members so that they perceive greater value in their membership. By doing so, ISM-Nevada can distinguish itself from these other organizations whose members have similar professional interests.

ISM-Nevada currently holds 3 to 4 full or half day seminars and four half-day satellite seminars per year. ISM currently holds approximately 6-10 two-three day seminars in Las Vegas per year.

ISM-Nevada's membership is primarily in the state of Nevada; however, we have members in California, Georgia, Illinois, Missouri, Oregon, Pennsylvania, Texas, Utah and Washington. The Las Vegas valley population grew significantly between 2003 and 2008 but has declined in the past 2 years. New businesses are starting up and major corporations have established offices in the area. With the increase business in the local area, there will be an increase in demand for purchasing professionals.

A major portion of our membership consists of federal, state and local government, education, and utilities professionals. Leaving a large market of professionals involved in hospitality/gaming, mining, construction, small business, manufacturing, and medical industries available in the local area.

Our membership has grown over the past few years. The growth has been steady yet there is room to increase membership in hospitality/gaming, mining, construction, small business, medical and manufacturing industries. Each year we lose members when they do not renew, members moving out of our area or outside the purchasing and supply management profession. Board members will usually contact dropped members to determine why they did not renew their membership. This follow-up contact has had some effectiveness. Members who were unaware their membership dues were not paid and had wanted to continue their membership ensure their lapsed membership is paid.

Through this informal survey, sometimes we are able to determine why members are leaving. This has allowed us to improve our products and services, and provide incentives for members when we may have otherwise lost memberships. However, a “shot in the arm” may be needed at this point to both retain and recruit new members through our marketing efforts. ISM-Nevada has established methods for retaining and recruiting new members.

Target Markets:

ISM-Nevada has the ability to expand in several market areas:

1. The new technology industries entering the state of Nevada.
2. Hospitality and related business professionals
3. Medical and healthcare professionals
4. Members of the academe who are actively involved with the profession such as educators, researchers, or consultants.
5. Students – both graduate and undergraduate who may enter the profession
6. Small business owners who in the course of their business substantially perform purchasing functions. (retail, distribution, and service businesses)
7. Mining Industry purchasing professionals
8. Construction and related fields.

Marketing Affiliate Products/Services:

ISM-Nevada offers a variety of meetings and seminars throughout the year.

1. A combination of breakfast, lunch and dinner meetings in Las Vegas, and monthly breakfast meetings in the Capitol area, (Reno/Carson City) with current topics and presenters.
2. Satellite seminars featuring current topics.
3. Annual Supplier Opportunity Faire – Our buyers hold booths allowing suppliers to visit each booth and obtain bid information and buyers to obtain suppliers for their bid lists.
4. Plant and facility tours – tours are held in conjunction with our meetings. Hosted by various facilities/plant, our host provides personnel to provide tours and discuss issues relevant to purchasing and supply management.
5. Certification. Classes – Several classes held throughout the year on a demand basis. This program has a higher pass rate than the national average.
6. Leadership and volunteer opportunities – members are encouraged to volunteer in any of our many positions where our purchasing and supply management professionals give them hands on experience and mentoring.
7. Communication – Members can obtain up to date information on the affiliate through our email blasts and website.
8. Networking opportunities with other purchasing and supply management professionals in the state of Nevada.
9. Extensive knowledge pool of professional members willing to share their resources and experience to assist other members as needed.
10. Affiliation with ISM allowing us to provide educational resources and seminars beyond our immediate capabilities.
11. Local job information is posted on our website and our meetings present an opportunity for employers and career seekers to meet and discuss position openings.
12. Peer resources - Our meetings, seminars, satellite seminars, and volunteer activities offer an opportunity for members to meet and learn from each other and build a network of local professionals that can further their career or assist each other with the challenges the supply professional encounters in their daily jobs.

13. Knowledge Pool – ISM-Nevada has an extensive purchasing and supply management knowledge pool. Our members work in many different industries and hold positions from entry level to top management.

SWOT ANALYSIS

1. **List affiliate's internal strengths.**
 - Low cost
 - Dedicated volunteers
 - Strong, knowledgeable Board
 - Great certification program
 - Size of membership (250 +)
 - Financially stable
 - Leadership located in Las Vegas and Reno
 - Great website
 - Scholarship program

2. **List affiliate's internal weaknesses.**
 - We are spread out across the state
 - Distance between population centers
 - Shortage of volunteers
 - Lack of strong working committees
 - Membership retention at billing time
 - Lack of scholarship applicants
 - Need new blood
 - Membership participation and attendance
 - Lack of leadership in the Mining Area

3. **List affiliate's external opportunities.**
 - Membership growth
 - Name recognition
 - Membership activation
 - Las Vegas, as a location, is a big draw
 - Solicit business community support
 - More members from non-governmental entities

4. **List affiliate's external threats.**
 - Other professional associations
 - Economy
 - Lack of employer support
 - Not paying for membership
 - Training budgets being cut
 - Unemployment

5. **List affiliate's current trends.**
 - Apathy – lack of participation by membership
 - High costs
 - Webinars
 - Weak economy continues

SUMMARY

The Affiliate's Strategic Plan provides further detail with regard to the action steps that will be taken to implement the Marketing Plan.