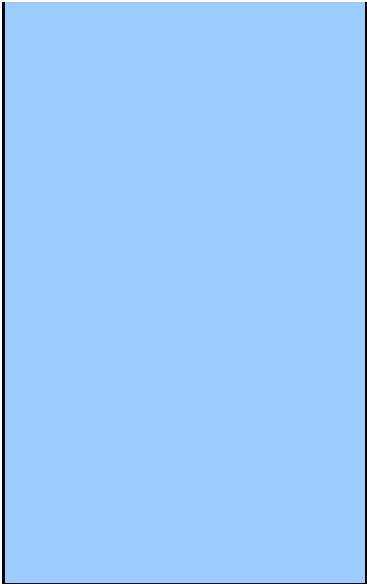


**2008-2011 NHSCPA
BOARD OF DIRECTORS
STRATEGIC PLAN**

Updated: 5/29/09

Strategy	Programs	Tasks & Actions	Status	08-09	09-10	10-11	Champions	
ADVOCACY Develop a volunteer driven advocacy program that utilizes differentiated approaches that results in positive relationships with key govt. decision makers and has the Society viewed as the subject matter experts.	Relationship focused special events	Participate in legislative events	ongoing	x	x	x	CEO/Board/Karen/Debbie	
		Contact the Governor's Executive Council to schedule a breakfast meeting			x		CEO/Board	
		Invite the new DRA Commissioner to a celebratory reception	complete				CEO/Debbie	
		Invite the members of the Board of Accountancy to a lunch meeting with our Board of Directors (mtg w/ Pres, CEO, BofA Chair & Ex Dir)	5/4/09 mtg		May		CEO/Board	
		Continue meetings with Federal and State Legislators	ongoing				CEO/Federal Legislative Key Persons/Council Members	
	Coalition building: trade groups and industries	Invite the BIA Executive Committee to a Society Executive Committee/Board meeting			x		CEO/President/Bruce Berke	
		Expand relationship with the NH Bar Association	Sept mtg		x		CEO/Roberta/Karen	
	Coordination & integration of CPA professional resources	Consider a NE State Society Board of Directors' meeting	removed 5/13/09			x		CEO
		^^ Other states showed no interest in event at this time ^^						
		Visit another NE Board of Directos' meeting				x		TBD
		Invite another Board to visit our Board meeting				x		TBD
		Submit to the Governor's office suggestions for Board of Accountancy positions	ongoing					CEO/BoA Task Force



Political Action	Revitalize the Society PAC	revisit				PAC Chair--D. Kenney
	Establish a new position to provide for adequate Society staffing needs	complete				CEO/Board
	Submit "practice mobility" legislation for the upcoming session	ongoing				CEO/Steve L/Joel/Tom
Professional Resource Center						

**2008-2009 NHSCPA
BOARD OF DIRECTORS
STRATEGIC PLAN**

Updated: 5/29/09

Strategy	Programs	Tasks & Actions	Status	08-09	09-10	10-11	Champions
COMMUNICATIONS Execute a communications program that targets members, prospective members, and students.	Keeping current members informed	Deliver message focused email blasts, newsletter, & e-news	ongoing				Emily
		Hold town hall meetings	ongoing				CEO/President/President Elect
		Present Society news at CPE seminars	ongoing				CEO
		Continue web-based communications	ongoing				Staff
		Develop Firm "go-to-person" list	complete & ongoing				CEO
	Attracting new members to the Society	Support Young Professionals (YP) initiatives	ongoing				Committee/Emily
		Continue marketing membership to newly licensed CPAs	ongoing				Emily
		Encourage membership to non-members who attend CPE	ongoing				Roberta
		Consider Facebook for YP group	ongoing				Emily
		Expand campus visits			x	x	YPs/President/President Elect/CEO/Debbie
		Prepare IMA/AICPA/NHSCPA membership cross referencing list	complete		x		Walt Meyer/Roberta
		Continue presentations at accounting clubs	ongoing				Pres/CEO/others tbd

	Attracting and retaining individuals to the profession	Continue activities for attracting and retaining experienced staff	complete				Task Force/Karen
		Continue Financial Literacy Program	ongoing				Task Force/Roberta
		Participate in high school career days			x		CEO/Debbie/others
		Expand scholarship program			x		Financial Careers Cmte
		Investigate certificate program for non-CPAs at local tech schools	complete				Lynn Rust

**2008-2009 NHSCPA
BOARD OF DIRECTORS
STRATEGIC PLAN**

Updated: 5/29/09

Strategy	Programs	Tasks & Actions	Status	08-09	09-10	10-11	Champions
MEMBER INVOLVEMENT Develop and carry-out programs and marketing that enables every member to have a connection to NHSCPA that is relevant to them and results in increased membership and participation in the Society.	Person to person outreach	Board members to phone and welcome new members	removed 5/13/09	x	x	x	Board (rotate)/Emily
		Continue firm visits to managing partners	ongoing	x	x	x	President/President Elect/CEO
	Focused special events	Meet with a focus group of key members in industry	complete				CEO/Tom/Patrick/Judy
		Continue the CPA Career Night/Inauguration Event	ongoing				Staff
		Plan the 75th Anniversary Event	ongoing	x	x		Committee/Staff
		Coordinate special events for the YPs group	ongoing				Committee/Emily
		Continue the annual golf tournament to benefit scholarships	ongoing				Committee/Roberta
	Specialist Forums	Develop a CPE seminar with border states relating to tax issues	ongoing		x		Roberta
		Contact the MA Society relative to technical issues meetings	complete				CEO
		Develop specialty focus groups (i.e. non-profit) as necessary	as needed		x		Specialty area groups

	Technology Approaches	Consider WebEx and Webinar CPE offerings	removed 5/13/09	x	Steve S./Roberta