

INDA

2009 Strategic Plan



Mission Statement

The Mission states at a high level the business we are in and the ultimate aim of the Association.

**Promote the Value and Profitability of
the Global Nonwovens/Engineered
Fabrics Industry to Benefit the
Members**

Vision Statement

**Be the recognized leader for
maximizing the success of the
Nonwovens/Engineered Fabrics
Industry Worldwide**

Critical Success Factors

To Retain and Expand the Customer Base, we will:

- I. Understand and provide services for current and future customer needs**

- II. Expand the presence and recognition of INDA worldwide**

- III. Achieve a strong and diversified financial platform for long term growth**

**I. Understand and Provide Services for Current and Future
Customer Needs
2009 - 2013**

Goal

DELIVER OPTIMIZED PRODUCTS AND SERVICES

Strategies

1. Identify future products for current and future customers
2. Identify the service needs of each significant customer segment
3. Provide developmental resources for new or changed products and services
4. Develop process to evaluate new ideas and cancel products/services
5. Benchmark competitors/increase market share

II. Expand the presence and recognition of INDA worldwide 2009 - 2013

Goal

**Grow INDA's Presence Outside North America while
Continuing to Invest in North America**

Strategies

1. Enhance INDA's brand name in the global marketplace
2. Expand global participation
3. Facilitate communication between our industry and
governmental bodies
4. Facilitate the exchange of technical information and influence
industry standards
5. Collaborate with academic institutions to foster industry growth and
innovation
6. Expand to other segments/associations in related industries

**III. Achieve a strong and diversified financial platform for
long term growth
2009 - 2013**

Goal

Reduce Annual Deficit to a Maximum of \$500,000

Strategies

1. Identify and define tomorrow's new sources of revenue and respond to threats to current revenue streams. Consider mergers and acquisitions.
2. Expand the scope and revenue of the IDEA show
3. Continually assess the value equation for association expenditures and investments
4. Diversify revenue stream