



Dale Lyle, MMAA
President

Now, that's a plan

SWOT Plan gives MMAA direction

Strengths, Weaknesses, Opportunities and Threats – each and every one of them can mean the difference between success and, if not failure, at least mediocrity. In times gone by, we put our trust in others, who would look at our organizations from the outside and provide opinions about where we needed to go to be successful. More recently, a revelation, the era of 'Strategic Planning' has come upon us. It really does make much more sense to bring together those who have a vested interest, in order to share their opinions about something that means a great deal to them.

On June 15 and 16, the MMAA did just that. We brought together our Board members to discuss our 'SWOT,' as it is referred to. In order to make best use of our time, the entire event included a Board meeting; Strategic Planning Session, and an opportunity for members to discuss the business of the organization in a more relaxed atmosphere. This also gave us the opportunity to say "thank-you" to the volunteer members of our Board by providing a golf game or spa experience along with dinner.

The results, while not surprising, were thought provoking and very valuable. A range of subjects was discussed including professional development, member involvement, promoting the profession, expansion of services, PSAB implementation and more. The subjects were discussed in detail until the group identified the issues that it felt were most important to members and to the health of the MMAA.

The plan was to deal with a few things, but do it well. From there, action plans were developed to address these issues. Our facilitator, **Jack Gillespie**, will prepare a report for the Board regarding the results of the process and this report would be made available to everyone on our website.

Later, as Board members gathered socially, there was an opportunity to revisit our discussions and for everyone to take ownership of the Plan. In my experience, at a time like this, there is always a little polish added to an already significant piece of work. I was pleased with the results and particularly optimistic about the direction that the Association is headed.

I have had the opportunity to become involved in many Strategic Planning ses-

sions throughout my career. In almost every case, they have resulted in the best use of resources to achieve the most desirable results. In municipal government, I believe

that this tool is unique in its value. I highly recommend the process to all and, quite frankly, I wonder how we got along without it in the past. ☛

**IDEAL
PIPE**

Manufacturers of polyethylene pipe
3" - 12" plastic drain tile & fittings
Plastic culverts 4" - 30" and couplers.

Carman, Manitoba
Ph: 204-745-6151
Fax: 204-745-6578

There are others...but ours is IDEAL

CORIX™
Water Products

Creating Solutions Building Partnerships

Suppliers of Water and Wastewater
Infrastructure Products

Please contact us for more information or visit
our website.

1-800-242-3176 www.corix.com