

## OVERVIEW OF THE GSFA STRATEGIC PLAN

The GSFA Board of Directors held a Board Retreat in February 2007 to discuss and formulate long-term strategic plans for the Association. This productive 2-day session generated several viable proposals and incentives for the continued growth of GSFA. Some existing programs were modified and updated, and several new ones implemented. These new plans were unveiled and announced at the Joint conference and enthusiastically embraced by the membership. Listed here are highlights of the Plan.

3 Plan and co-sponsor the First Annual Fire Service Legislative Appreciation Dinner – this was held in February 2007 and was a great success.

- Co-sponsor with GAFC the fuel cost for the GMAG bus to transport firefighters to Emmitsburg, MD for the Georgia State Weekend
- Establishment of a Code of Ethics for the GSFA. This was presented and adopted by the membership at the 2007 Conference.
- Attend the GMA and ACCG Annual Conferences as an opportunity to expose our organization to a new and audience.
- Resetting the direction of the magazine to include more pertinent articles, adding a page for DR pictures and contact information (still working on this one), and prioritizing article placement.
- Rebuilding of the District Representative Program and improve the relationship between the DRs and the Board.
- Adoption of a Milestone Recognition Program for fire departments. This program would present awards to departments, before their governing bodies, for each 25 years of attained service. An application for this has been included on-line along with other applications and forms.
- Actively seeking improvement in the legislative program by employing a lobbyist to assist the Joint Legislative Committee with fire service legislation.
- Formation of a 501© 3 Foundation to support the Association by allowing the solicitation of private grants/corporate dollars through the Foundation. These funds would be used to help fire departments in Georgia. The name of the new corporation is: Georgia Fire and Emergency Services Foundation. A website is currently being developed for the Foundation.
- Beginning a statewide Fire Muster Competition program (and making this a division of the Association) to fill the void left by the Georgia Muster Association. These regional musters would be sponsored by the Association and become play-offs, with the conference competition being the 'Super Bowl' for the winning teams of the regional musters. Criteria for the Muster Program is under development, and these competitions should be in full swing by early spring.
- Revamping the format and guidelines for the annual conference. Instead of waiting for a fire department to make a bid on the conference, the Boards (through the Conference Committee) will actively seek out locations and negotiate hotel/facility rates – with cost being a big determining factor in the selection of a conference site in the future. Some conference locations have priced themselves out of 'our market', basically. In our selection process, we always try to keep the room rate within an affordable rate for fire department budgets (around \$100); but, even more important, we really have to consider the overall picture --catering costs, meeting room costs, A/V, and exhibit costs, etc., that affect our budget. Naturally, some locations charge more for these, especially if it is a popular tourist destination. The Joint Conference is growing, especially with the development of educational and training classes for credit. Room expansion (break-out rooms) to accommodate larger groups will have to be considered as well. With the growth of the conference, only a few cities (at this time) in the State have facilities that can accommodate us: Athens, Augusta, Lake Lanier Islands, Valdosta, Savannah, Columbus, Atlanta area, Jekyll Island, to name a few. Too, we may have to begin rotating the conference between those cities every three years or so in order to take advantage of deals and compromises offered by hotels and conference facilities and lock in rates designed to woo our group back.

These are just a few of the goals and objectives being implemented & researched for the Association, with several more still on the 'drawing board'. These naturally are on hold because of financial considerations. Updates on the progress of these goals will be given periodically.