

Our Blueprint for the Future

IN EARLY JUNE, THE ABC OF IOWA LEADERSHIP HELD A TWO-DAY STRATEGIC PLANNING CONFERENCE led by 2008 Chairman Mike Webster and First Vice Chairman, Dan Ward. The conference was facilitated by Jack Zimmer, President and CEO of the Keystone Chapter of Associated Builders and Contractors.

For the past several years, ABC of Iowa has enjoyed unparalleled success and is the fastest growing construction trade association in Iowa. So why would an organization, currently at the top of its game, go through such a process? As Jim Collins wrote in his book, *Good to Great*, "Good is the enemy of great. The vast majority of companies never become great, precisely because the vast majority become quite good—and that is the main problem."

ABC of Iowa is good at what it does for its members. It could also be easily argued that the organization is the best in Iowa at meeting the needs of the merit shop construction industry. But ABC of Iowa volunteer and staff leadership recognized that complacency could ultimately lead to failure. The June strategic planning conference was neither the beginning nor the end of the planning; it was a two-day workshop focused on data gathered from our members (over 20 percent of you responded to our online survey!), as well as an environmental scan of our industry and our chapter, and discussions on how that information can be utilized to design a blueprint for the future.

During the conference, using your feedback, we wordsmithed our mission statement and developed a strong vision statement. We also used the survey results and the environmental scan to develop priority issues. Our new mission and vision statements serve as the foundation for developing purpose statements for our six priority areas where we will focus our time, talents and treasure moving forward.

Our revised Mission Statement: "Associated Builders and Contractors of Iowa is dedicated to promote and protect the free enterprise system and merit shop philosophy. As the premiere resource for education, workforce development, safety services and legislative advocacy, ABC of Iowa provides value to our members, their employees, clients and the communities they serve."

Our new Vision Statement: "When Iowans think construction, they think ABC."

In the coming months, you will be learning more from ABC of Iowa about our priority issues and their respective purpose statements, along with the goals and objectives of our association. As part of this process it will be important to engage even more members in our governance and leadership (one of our six priority issues) in order to build on our past and current successes and continue to be the leading construction trade association in Iowa!

Have a safe summer!



Greg Spenner
President & CEO
Associated Builders and Contractors of Iowa

