

Business Plan

FOR LAKELAND BRANCH

June 2007 to December 2008

Executive Summary

Economic activity of the Lakeland Branch has remained and will remain level throughout the next planning period. Branch membership has remained and is projected to remain constant over the next year and a half, at approximately 110 members. Branch activity is expected to be constant over the planning period, enhancing Lakeland Branch's outreach and member development/networking activities.

The largest challenge facing the Lakeland Branch is a small membership over a large geographical area, which limits the turnout at events the Branch holds. The challenges being faced by members are similar to the Branch; due to location members have difficulty accessing Professional Development opportunities. Lakeland Branch intends to continue meeting its member's needs by targeting two (2) Professional Development sessions per year to the Lakeland area and distribute information about other branches Professional Development activities that are geographically convenient. In addition, the Branch plans to increase member involvement by hosting other Branch activities throughout the year. The Branch also intends to continue providing supervision for the professional practice exam and other APEGGA exams as required in the Lakeland area.

Administrative Issues

The largest issue being faced by the Lakeland Branch is volunteer recruitment and volunteer continuity. A large number of the members in the Lakeland Branch are employed through the oil industry and are only temporarily positioned in the area. This temporary positioning leads to a largely transient executive and membership. This transience leads to difficulty recruiting and retaining volunteers.

Lakeland Branch will continue to promote member involvement in the Branch. The Branch will do this by continuing to offer interesting and exciting events for its membership, while also promoting the value of member involvement with the Branch and also the Branch Executive.