

# NAFA Strategic Plan Overview



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4

## **NAFA Mission Statement**

“To conduct education and certification programs for members and end-user personnel; to provide forums for the exchange of information about technical standards, government regulations and product information; to educate end-users about the importance of air filtration and NAFA’s certifications; to set field performance standards for products; and to explore ways to increase business for NAFA members.”



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

# Purpose of Strategic Plan



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4

# Planning Process



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4



# Strategic Planning Committee

- Trey Fly, CAFS, NCT II - Chair
- Harry Allen, CAFS, DSA
- Michelle Czosek, CAE
- Brandon Deilgat, CAFS
- Gerald Festian, CAFS, NCT II, DSA
- Jeff Gradek, CAFS, NCT II
- Tom Justice, CAFS, NCT
- Roberta MacGillivray, CAFS, NCT
- Jay Reese, CAFS
- Jorge Velasco, CAFS, NCT
- Tony Veroeven
- Pete Walmsley
- Nathan Wittman, CAFS, NCT

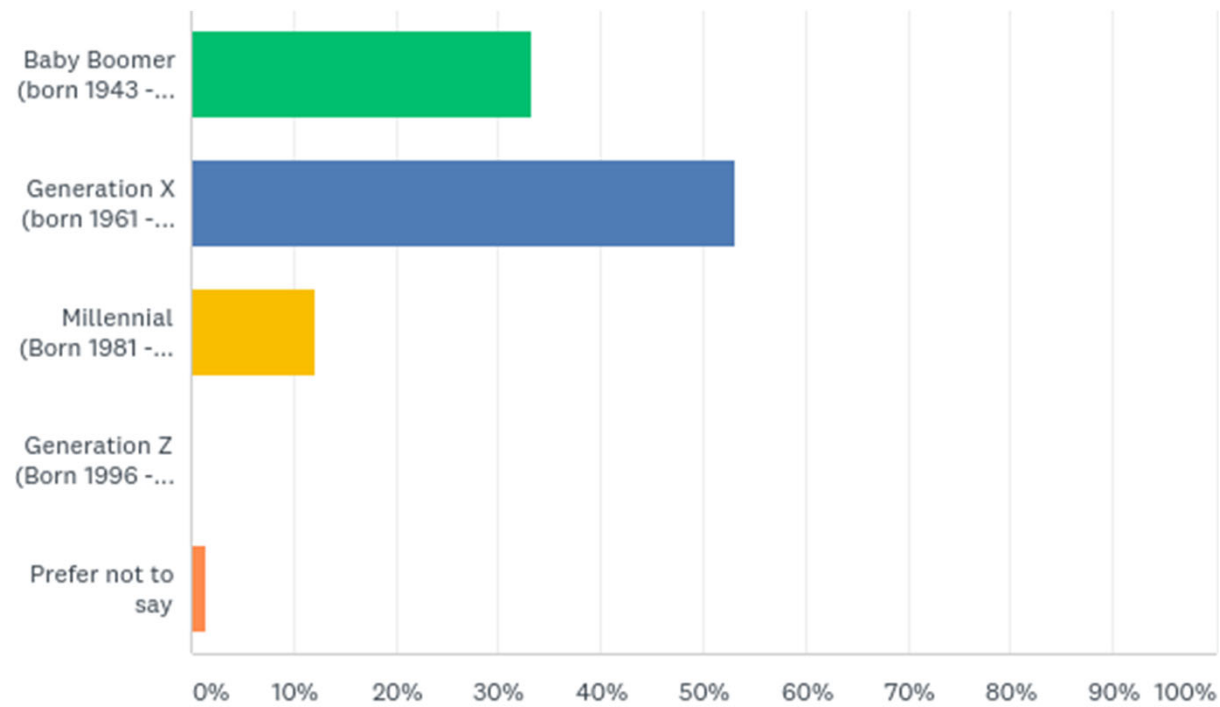
# Membership Survey



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

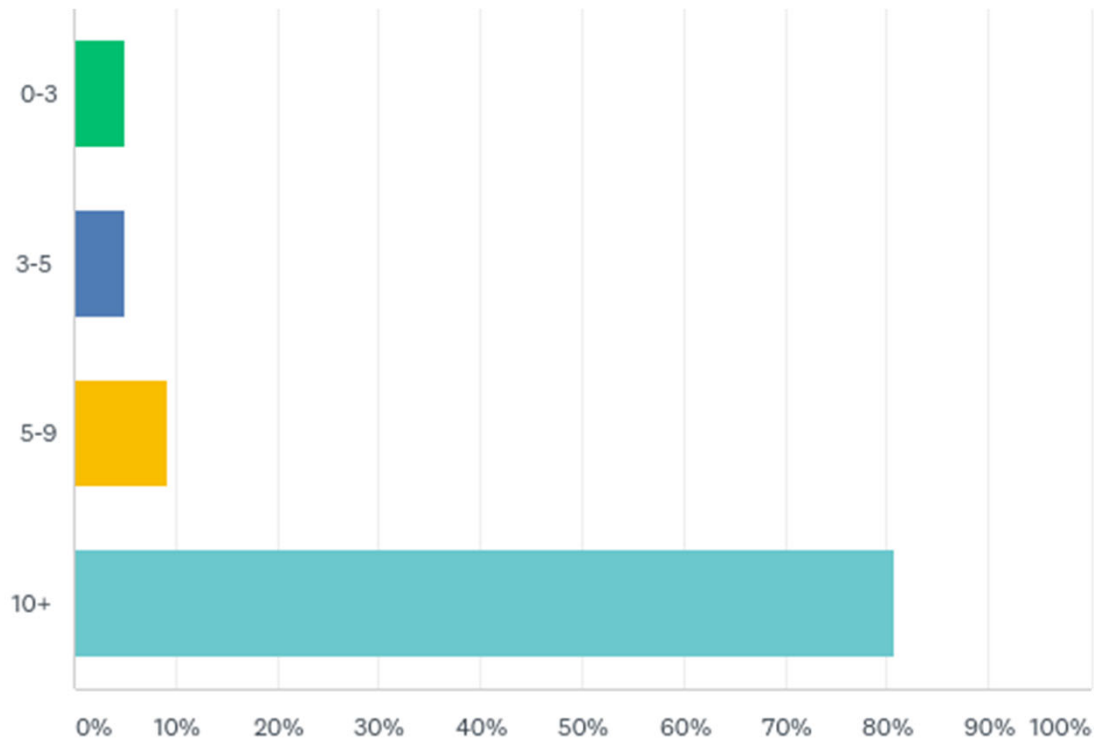
NAFA 2019 Technical Seminar | Irving, Texas | April 2-4

# Generation





# Years in Air Filtration Industry







# Top 5 NAFA Programs and Activities

- 1) Technical Seminar
- 2) CAFS
- 3) Website
- 4) NAFA Guidelines
- 5) Air Media



# 4 Focus Areas

- 1) Membership
- 2) Certification
- 3) Education
- 4) Financial

# Membership

Brandon Deilgat



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4



## Goal 1

97% annual retention rate among current member companies (*manufacturer, distributor, supplemental*)

## Goal 2

15% win back rate among recently departed members (*those that have left within 12 calendar months*)

## Goal 3

10% win back rate among former members (*those that left longer than 12 calendar months ago*)

## Goal 4

5% new growth annually



## Subjective Indicators

1. Annual satisfaction survey
2. Departing member exit survey

# Certification

Trey Fly



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4



### **Goal 1 – Win Back Attrition**

Campaign to win back 20% of total CAFS Not Recertified by 2020  
Campaign to win back 40% of total NCT Not Recertified by 2020

### **Goal 2 – Growth**

Grow CAFS by 5% Each Year  
Grow NCT by 10% Each Year

### **Goal 3**

Sell Total Annual Books Equal to (30% of Current CAFS + NCT) and start to Investigate Online Subscription Option

### **Goal 4**

Easy Automated Recertification Process – Email Notification, Online Test

### **Goal 5**

Analyze fee structure for New and Recertification – Member vs Non-Member – Consider \$0 Recert NCT

### **Goal 6**

Honorary auto renewal for life after a certain number of consecutive years of CAFS/NCT

# Education

Roberta MacGillivray



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4





## **Goal 1**

Determine the right mix of education offerings to meet member needs and provide recommendation by Sept 2019

## **Goal 2**

Increase attendance at the Annual Convention and Technical Seminar by 5% growth per year

# Financial

Nathan Wittman



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4



## **Goal 1**

Increase NAFA Revenue

## **Goal 2**

Maintain NAFA Reserves

## **Goal 3**

Tie Management Fees to NAFA Strategic Goals

# Questions



**NAFA**<sup>®</sup>  
National Air  
Filtration  
Association

NAFA 2019 Technical Seminar | Irving, Texas | April 2-4