



**COAST GUARD AUXILIARY ASSOCIATION, INC.
PRESIDENT'S**

***VISION, MISSION, STRATEGIC IMPERATIVES AND TACTICS
2004-2006***

VISION: The Coast Guard Auxiliary Association, Inc. – strengthening its fiscal commitment to the U. S. Coast Guard Auxiliary and its members through innovative financial resources to meet all present and future financial needs.

MISSION: The overarching mission of the Coast Guard Auxiliary Association is to provide for the fiscal health of the U.S. Coast Guard Auxiliary. We will pursue creative long and short term policies to generate the income required to sustain all present and future program needs of the U.S. Coast Guard Auxiliary, by developing diverse income-producing sources and enhancing fundraising initiatives to make the Association a self-sustaining dynamic organization.

STRATEGIC IMPERATIVES:

1. Enhance business, logistical, marketing and financial support to the Auxiliary and its programs to firmly establish and sustain adequate support for Auxiliary readiness to accomplish accepted missions.
2. Develop the support systems, processes and resources that will be required for the Auxiliary to accept additional missions and to meet the needs and desires of the Auxiliary's customers.
3. Establish broad based public and private financial support for the Auxiliary, to ease the burden of monetary contributions required of Auxiliary members.

TACTICS:

1. Increase Association net income by thirty percent during the next two years.
2. Modernize the warehousing/distribution operations of the Association.
3. Seek partnerships in joint ventures that will assure future income streams.
4. Establish an internet based Electronic Mall, which will provide the Association membership and the boating public as customers, with additional purchase opportunities and discounts through multiple portals/suppliers.
5. Initiate an organizational re-alignment to better manage the Association.
6. Stimulate and impel the Associate Membership Program toward obtaining both corporate and individual memberships.
7. Invigorate the Association's Fundraising and Gifting programs.
8. Increase member awareness of the many benefits they receive through their membership in the Auxiliary and the Association