

**North Carolina
Resource Conservation and
Development Association, Inc.**

DRAFT

Business Plan

2009 - 2010

(Organization's Fiscal Year runs July 1, 2009 through June 30, 2010)

Approved September 2, 2009

“Making Things Happen”

Prepared with assistance from the US
Department of Agriculture Natural Resources
Conservation Service and other Cooperating
Agencies and Organizations.

All North Carolina RC&D Association
programs and services are available without
regard to race, color, national origin, religion,
sex, age, sexual **o**rientation, marital status,
or disability. |

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NC RC&D ASSOCIATION

Objectives for 2009-2010

The following objectives have been established by the NC RC&D Association Board of Directors at the 2009 Annual Meeting in Asheville, NC.

1. **Capitalize on the association's competitive advantage to deliver high-quality projects at the state level.**
2. **Actively promote the state RC&D program through the web site, email updates and annual report.**
3. **Work with the National RC&D Association to secure necessary increases in the NRCS-RC&D budget for FY 2010 and FY 2011.**
4. **Inform the NC General Assembly about RC&D activities.**
5. **Assist applicant RC&D Areas in their efforts for authorization.**

Strategies to Implement Objectives

The NC Association of RC&D Councils has a competitive advantage over other non-profit groups through its ability to collaborate with RC&D Councils across the state to deliver high-quality projects at the local level. To capitalize on its competitive advantage, the state association must develop its capacity to function as an independent non-profit with full and/or part-time staff to coordinate state-wide grants and projects. This independent structure would help position the state association to capture new projects in renewable energy, energy efficiency, carbon offsets and other Clean technologies.

Objective 1: Capitalize on the association's competitive advantage to deliver high-quality projects at the state level.

Strategies:

- a) Hire a part-time executive director to secure grants for projects in renewable energy, energy efficiency and carbon offsets.
- b) Fund the executive director position through grants for projects and operations, and individual and corporate contributions.
- c) Executive director collaborates with RC&D councils to conceptualize and implement high-quality projects across the state, and helps build the state association's capacity as an independent non-profit organization.
- d) Maintain a master list of corporate and individual sponsors in the state and pursue contributions for the state association.

Objective 2. Actively promote the state RC&D program through the web site, email updates and annual report.

Strategies:

- a) Use email to regularly inform council members and partners about the RC&D program.
- b) Prepare and distribute electronic copy of RC&D Annual Report by the end of September.
- c) Develop a 1-page standard format for project descriptions for councils and the state association to use on their websites.
- d) Develop a one-page fact sheet of RC&D accomplishments in FY 09 for state and federal legislators. Summary to be ready for Leadership Forum in February 2010
- e) Encourage and assist councils with developing electronic newsletters that may be distributed by email to council members, project partners, sponsors, legislators and national RC&D staff.
- f) Maintain a master email list of council members in the state.

Objective 3. Work with the National RC&D Association to secure necessary increases in the NRCS-RC&D budget for FY 2010 and FY 2011.

Strategies:

- a) State association president works with council members to develop a coordinated strategy for contacting legislators at the 2010 Leadership Forum
- b) Develop and distribute informational materials (see b. and c. in Objective #2) to council members attending the Leadership Forum in early January 2010.
- c) Encourage councils to develop quarterly electronic newsletters and include national association staff and NRCS-RC&D program staff on the distribution list to keep them informed about local projects.
- d) Encourage councils to secure resolutions of support from boards of county commissioners, town councils, and other project partners by December 2009. Council members will deliver the resolutions of support to legislators during the Leadership Forum.
- e) Participate in all southeastern RC&D association teleconferences and meetings.

Objective 4. Inform the NC General Assembly about RC&D activities.

Strategies:

- a) In the spring of 2010, send state annual report and one-page fact sheet of RC&D accomplishments to all state legislators that represent RC&D areas.
- b) Encourage councils to send quarterly electronic newsletters, annual reports and annual plans of work to their legislators.
- c) Encourage all councils to invite their legislators to regular meeting and special events.

Objective 5. Assist applicant RC&D Areas in their efforts for authorization.

Strategies:

- a) Foster communication with representatives of applicant areas (Four Rivers RC&D, South Central Piedmont RC&D, and Tar-Neuse RC&D) and encourage them to submit updates on activities for the state association's web site.
- b) Assist applicant areas with updating and maintaining their applications.

**Schedule of Events for
RC&D Program in North Carolina**

November 4th , 2009, 1:00 pm

NC RC&D Association Board Meeting (Teleconference)

February 2010, TBA

National RC&D Leadership Forum, Washington, D.C.

March 17th , 2010, 1:00 pm

NC RC&D Association Board Meeting (Teleconference)

May 26th , 2010, 1:00 pm

NC RC&D Association Board Meeting (Teleconference)

TBA 2010

NC RC&D Assoc Annual Meeting on Ocracoke Island. Hosted by Mid-East Council.

INSERT BUDGET

Southwestern RC&D to provide budget.

NORTH CAROLINA RC&D ASSOCIATION

FY 2009 - 10 COMMITTEE APPOINTMENTS

State Association Strategic DevelopmentPilot View RC&D, Mountain Valley's RC&D, and Blue Ridge RC&D

- Help state association develop a terms of reference for a part-time executive director to secure grants for state-wide projects.
- Help state association develop and implement a strategy for funding a part-time executive director position through grants for projects and operations, and individual and corporate contributions.
- Develop a master list of corporate and individual sponsors in the state and pursue contributions for the state association.

State Association Operations/Management..... Albemarle RC&D

- Provide administrative support to President during his term(s) in office.
- Coordinate Nominating Committee
 - Involve a minimum of one member from each RC&D council.
 - Solicit nominations for Fiscal Year 2010-11 officers.
 - Present nominations at 2010 annual meeting.
- Use email to regularly inform council members and partners about the RC&D program.
- Compile and distribute draft annual business plan by early May 2010
- Compile and distribute approved annual business plan by June 30th, 2010
- Support other committees as needed.

Public AwarenessCape Fear RC&D and Piedmont RC&D

- Prepare and distribute electronic copy of RC&D Annual Report by the end of September.
- Develop a 1-page standard format for project descriptions for councils and the state association to use on their websites.
- Develop a one-page fact sheet of RC&D accomplishments in FY 09 for state and federal legislators. Summary to be ready for Leadership Forum in February 2010
- Encourage and assist councils with developing electronic newsletters that may be distributed by email to council members, project partners, sponsors, legislators and national RC&D staff.
- Maintain a master email list of council members in the state.
- Work with state webmaster to collect information from each RC&D.

AwardsSouthwestern RC&D

- Involve a minimum of one member of two other RC&D Areas
- Solicit nominations for awards
- Select awardees
- Acquire award plaques for presentation at association annual meeting
- Forward awardees nominations to SE and Nat'l association awards programs.

Federal & State FundingCarolina Land and Lakes RC&D and Environmental Impact RC&D

Federal

- Coordinate with state association president and council members to develop a coordinated strategy for contacting legislators at the 2010 Leadership Forum
- Distribute informational materials (see b. and c. in Objective 2) to council members attending the Leadership Forum in early January 2010.
- Encourage councils to develop quarterly electronic newsletters and include national association staff and NRCS-RC&D program staff on the distribution list to keep them informed about local projects.
- Encourage councils to secure resolutions of support from boards of county commissioners, town councils, and other project partners by December 2009. Council members will deliver the resolutions of support to legislators during the Leadership Forum.

State

- In the spring of 2010, send state annual report and one-page fact sheet of RC&D accomplishments to all state legislators that represent RC&D areas.
- Encourage councils to send quarterly electronic newsletters, annual reports and annual plans of work to their legislators.
- Encourage all councils to invite their legislators to regular meeting and special events.

Council Member/ Coordinator Training Event.....Mid-East RC&D

- Plan and organize state association meeting and training event in 2010

Approval and Adoption

This action authorized by the Board of Directors of the North Carolina Resource Conservation and Development (RC&D) Association on the 2nd day of September, 2009.

Marshall Stevenson, President
NC RC&D Association

Date: September 2, 2009

Kip Godwin, Vice President
NC RC&D Association

Date: September 2, 2009

Bob Watts, Secretary
NC RC&D Association

Date: September 2, 2009

Dave Dudek, Treasurer
NC RC&D Association

Date: September 2, 2009

FY 2009-2010 Schedule of Tasks												
July 1, 2009 -- June 30th, 2010	J	A	S	O	N	D	J	F	M	A	M	J
State Association Strategic Development (Pilot View RC&D, Mountain Valley's RC&D, and Blue Ridge RC&D)												
Help state association develop a terms of reference for a part-time executive director to secure grants for state-wide projects.			X	X	X							
Help state association develop and implement a strategy for funding a part-time executive director position through grants for projects and operations, and individual and corporate contributions.						X	X	X	X			
Develop a master list of corporate and individual sponsors in the state and pursue contributions for the state association.						X	X	X	X			
State Association Operations/Management (Albemarle RC&D)												
Coordinate Nominating Committee and involve a minimum of one member from each RC&D council.		X	X						X			
Solicit nominations for Fiscal Year 2010-11 officers.							X	X	X	X	X	
Present nominations at March 2010 teleconference									X			
Use email to regularly inform council members and partners about the RC&D program.			X			X			X			X
Compile and distribute draft annual business plan by early May 2010									X	X	X	
Compile and distribute approved annual business plan by June 30th, 2010												X
Coordinate teleconferences					X				X		X	
Public Awareness (Cape Fear RC&D and Piedmont RC&D)												
Prepare and distribute electronic copy of RC&D Annual Report by the end of June.										X	X	X
Develop a 1-page standard format for project descriptions for councils and the state association to use on their websites.			X	X								
Develop a one-page fact sheet of RC&D accomplishments in FY 09 for state and federal legislators. Summary to be ready for Leadership Forum in February 2010					X	X						
Encourage and assist councils with developing electronic newsletters that may be distributed by email to council members, project partners, sponsors, legislators and national RC&D staff.			X			X			X			X
Compile and maintain a master email list of council members in the state.			X	X								
Work with state webmaster to collect information from each RC&D.	X	X	X	X	X	X	X	X	X	X	X	X
Black X = On-Going Task												
Red X = Completed Task												

FY 2009-2010 Schedule of Tasks												
July 1, 2009 -- June 30th, 2010	J	A	S	O	N	D	J	F	M	A	M	J
Awards (Southwestern RC&D)												
Involve a minimum of one member of two other RC&D Areas							X	X	X	X	X	X
Solicit nominations for awards									X			
Select awardees												X
Acquire award plaques for presentation at association annual meeting												X
Forward awardees nominations to SE and Nat'l association awards programs.												X
Federal & State Funding (Carolina Land and Lakes RC&D and Environmental Impact RC&D)												
Federal												
Work with state association president and council members to develop a coordinated strategy for contacting legislators at the 2010 Leadership Forum						X	X	X				
Distribute informational materials (see b. and c. in Objective #2) to council members attending the Leadership Forum in early January 2010.								X				
Encourage councils to develop quarterly electronic newsletters and include national association staff and NRCS-RC&D program staff on the distribution list to keep them informed about local projects.			X			X			X			X
Encourage councils to secure resolutions of support from boards of county commissioners, town councils, and other project partners by December 2009. Council members will deliver the resolutions of support to legislators during the Leadership Forum.	X	X	X	X	X	X	X					
State												
In the spring of 2010, send state annual report and one-page fact sheet of RC&D accomplishments to all state legislators that represent RC&D areas.									X			
Encourage councils to send quarterly electronic newsletters, annual reports and annual plans of work to their legislators.			X			X			X			X
Encourage all councils to invite their legislators to regular meeting and special events.			X			X			X			X
Council Member/ Coordinator Training Even (Mid-East RC&D)												
Plan and organize state association meeting and training event in 2010	X	X	X	X	X	X	X	X	X	X	X	X
Black X = On-Going Task												
Red X = Completed Task												