

# Soybean Board Adopts Strategic Plan

CHESTERFIELD, Mo. — The United Soybean Board (USB) met in St. Louis, Mo. recently to review first-year progress, discuss and adopt a strategic plan, and elect new officers for the 1993 operating year.

The first year of the USB has been a challenging one. Many existing programs have continued and new ones started.

In addition, a major focus has been to organize the board to manage checkoff dollars most effectively. A major task was the development of a strategic plan that will act as a road map for the or-

ganization to follow in the years ahead.

The plan, unanimously adopted by the 63-member farmer board, sets forth long-range goals, objectives, and strategies to ensure the coordinated use of checkoff funds in all program areas for the maximum benefit of soybean farmers and the industry.

The Strategic Planning Committee of the USB received input from USB board members, representing all areas of research and promotion, state soybean boards, industry representatives, and various outside experts in order to put

in place a plan that mandates that USB do business like a business.

"The past 15 months were filled with challenges as we tackled the enormous task of creating an organization to not only collect soybean checkoff dollars, but to develop a strategic plan that wisely invests those dollars in programs that will maximize returns for soybean farmers," said Sandy Ludeman, USB chairman in the initial year of the national checkoff. "The strategic plan calls for each and every program funded by checkoff dollars to be thoroughly planned and evaluated to make

certain our investments in time and money are on track."

In other important business, the USB elected new officers and Executive Committee members for 1993.

Harold Phillips was elected USB chairman, succeeding Sandy Ludeman, a Tracy, Minn. soybean farmer. Phillips was USB vice chairman, and chaired the Compliance and Credentials Committee during the past year.

Phillips and his wife, Ann, farm

800 acres of soybeans, corn, wheat, and grain sorghum in Stevenson, Ala. Phillips is a 23-year member of both the Alabama Soybean Association and the American Soybean Association, serving both organizations in various capacities over the years.

"While I am flattered that my fellow board members have entrusted me with the role of chairman for the next year, I know that my job has been made easier be-

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## 1993 Farm Show Meeting Dates And Times

### SATURDAY, JANUARY 9, 1993

- 1:30 p.m. Pa. Sheep & Wool Growers, Room E
- 2:00 p.m. Pa. Draft Horse & Mule Association, Room B
- 2:00 p.m. Pa. State Rabbit Breeders Association, Room C
- 6:00 p.m. Annual Farm Show Reception & Dinner at 7, Harrisburg Hilton & Towers

### SUNDAY, JANUARY 10, 1993

- 10:00 a.m. Pa. Suffolk Sheep Association, Room C
- 2:00 p.m. Pa. Cattlemens Association, Room C
- 2:30 p.m. Pa. Hampshire Sheep Association, Room D
- 6:00 p.m. Reception & Dinner at 7, Pa. Angus Association, Holiday Inn Grantville

### MONDAY, JANUARY 11, 1993

- 9:00 a.m. Pennsylvania FFA, Rooms D & E
- 9:30 a.m. Dairy of Distinction, Room C
- 11:00 a.m. PennAg Democrafts Luncheon Meeting, Room C
- 1:00 p.m. Pa. Dairymen's Association, Room E
- 1:00 p.m. Pa. State Grange, Room B
- 3:15 p.m. PennAg Republicans, Room C
- 4:00 p.m. Mid-Winter Convention, Pennsylvania FFA, Large Arena
- 6:00 p.m. Pa. Dairymen's Association Annual Meeting, Sheraton East Harrisburg
- 7:00 p.m. Pa. Limousine Association, Room E

### TUESDAY, JANUARY 12, 1993

- 10:00 a.m. Pa. Milking Shorthorn Association, Room E
- 11:30 a.m. Pa. Flying Farmers Association, Room D
- 10:45 a.m. Annual Meeting, Master Farmers Association, Penn Harris
- 12 Noon Awards Luncheon, Master Farmers Association, Camp Hill
- 12 Noon Pa. Brown Swiss Association, Room C
- 12 Noon Pa. Ayrshire Breeders Association, Room E
- 1:30 p.m. Horse Pulling Drivers Meeting, Room C
- 3:00 p.m. Pa. Farm-City Council, Room D
- 7:00 p.m. Pa. Foundation Seed Cooperative, Room B

### WEDNESDAY, JANUARY 13, 1993

- 9:00 a.m. Pa. Nut Growers, Room E
- 10:00 a.m. Harrisburg Area Community College, Room B
- 1:00 p.m. Harrisburg Area Community College, Room B
- 1:00 p.m. Pa. Maple Syrup Producers Council, Room C
- 1:00 p.m. Pa. Simmental Association, Room D
- 2:00 p.m. Keystone Pony Pullers, Room E
- 6:00 p.m. Reception and Dinner at 7, Pa. Co-Operative, Sheraton East Potato Growers, Harrisburg

### THURSDAY, JANUARY 14, 1993

- 7:00 p.m. Directors Meeting, Pa. Christmas Tree Growers, Embers Association, Carlisle

### FRIDAY, JANUARY 15, 1993

- 12 Noon Winter Meeting, Pa. Christmas Tree Growers, Embers Association, Carlisle

### SATURDAY, JANUARY 16, 1993

- 8:00 a.m. Winter Meeting, Pa. Christmas Tree Growers, Embers Association, Carlisle

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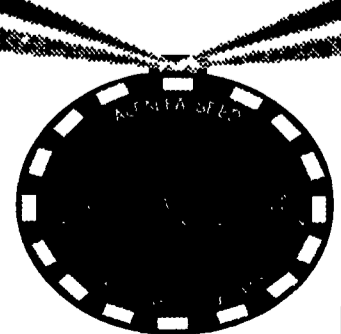
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