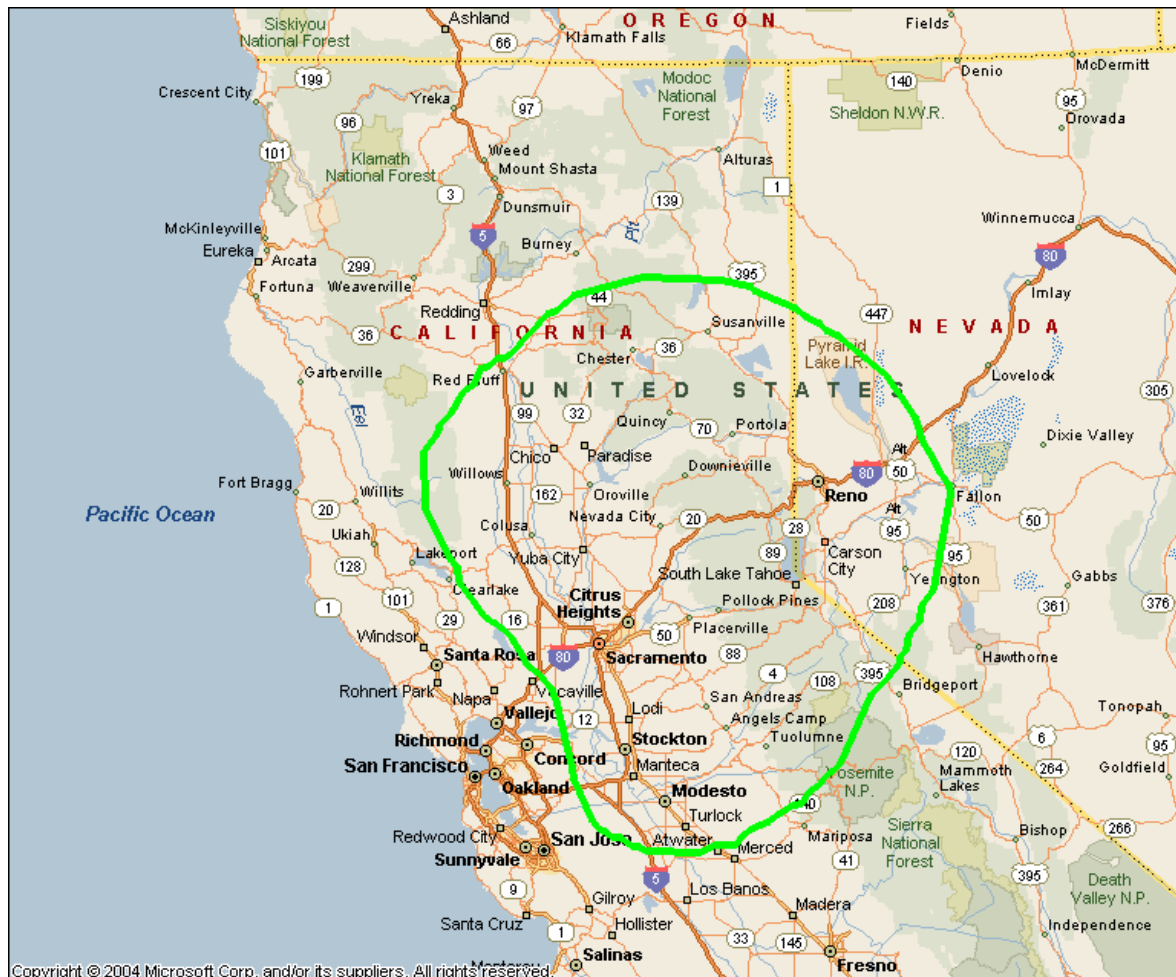




SCTE Sierra Chapter Strategic Plan for 2010

The Sierra Chapter represents the Northern Sacramento Valley, the Northern Sierras and North Western Nevada. The approximate geographic area is outlined in the map below:



The 2010 Board is made up of individuals from different Cable companies in the Geographic area and a mix of local vendors that work in the Cable industry.

Officers:

President: Bob Angelastro
Vice President: Steve Bradley
Treasurer; Mike Morris
Secretary: Earl Killingsworth

Board Members:

Roberto Castro
Pat Odenthal
Chris Middleton
Mike Soloman
Marc LaFleur
Mike Milligan
Eric Heitz – Web Master
Bryan Wilson

Associate Board Members:

Ray Harrell
Ron Ellington
Tim Habiger
Don Dyer
George Devoll
James Omori
Ken Arellano
Ivan Dieu
Donovan Conway
Ian Thomas

The Board conducts a meeting once a month and is open to any member interested in attending. Anyone interested in attending a meeting may contact Steve Bradley via email at steve.bradley1@yahoo.com to learn the times and location.

Meeting notes and minutes, and additional information may be found on the local Sierra Chapters website at: <http://www.sierrachapter.com>

2010 Goals:

- Training - The Board will once again focus efforts in bringing monthly training sessions closer to the technicians. Primary effort will be to field technicians (home and system level). We have 4 primary locations that we target training for (Sacramento Area, Stockton Area, North Valley Area, and the Reno/Tahoe Area).
- Vendors Days – We will co-host and assist with the Northern California Vendors show in Spring 2010 (this show is a joint effort between the Golden Gate, Sierra, and Central Valley Chapters)
- Professional Development – We will partner with the Cable Companies and management teams, along with their learning and development departments to encourage and support SCTE certifications. We are also partnering with American River Junior College for training programs that will help members achieve SCTE certification.
- Recruitment – We will continue to drive recruitment by talking and offering it at all training sessions and shows, and by advertising it more on our web sites and newsletters. We are also working with the primary MSO's and senior management to identify strategic management partners that will support and help us get the word out to front line technicians.
- Communication – We are updating our web site to better communicate upcoming training, meeting notes, and info. We will also be putting out a newsletter a few times during the year.
- Meetings – We will continue to hold monthly board meetings and will make a conference bridge available for those members that may not have the opportunity to be present in person. We will also hold an SCTE day in multiple areas of the chapter to do presentations to the technicians relative to what the SCTE is about. We will once again host breakfast in the areas that will be open to all that are interested in learning more about the SCTE and Sierra Chapter. We will also participate in co-meetings with other chapters.
- Community Involvement – We will participate in charitable programs and will determine contributions by voting at board meetings, and will make annual scholarships available to qualifying children of Sierra Chapter members.
- Compliance – We will strive to meet all SCTE national requirements for timely reporting of Financials, meeting reports and minutes, training hours, and contact information.
- Fund Raising – Primary fundraising will be the result of Vendor days and a Golf Tournament.

Mission:

Advance the Careers and Lives of the cable professional in our area by bringing training opportunities and knowledge resources closer to the technician.

Strength and Weaknesses:

- Core Strengths: We believe the primary strengths of the Sierra Chapter are its members. The Board of Directors is a diverse mix of assertive individuals that all share the primary vision of providing value and training that is more accessibly for the technicians in the field.

Overall we believe we have the resources needed to succeed – people, money, expertise, relationships, and facilities to accomplish our mission.

- Weaknesses/Opportunities for Improvement: We believe the biggest challenge is to find trainers that are available to provide multiple training sessions in our area. The fact the area is geographically large poses the challenge of having the training located where the technicians work. To achieve this, our goal is to conduct each training session twice (morning and afternoon) in 4 primary areas so that the technicians do not have to travel significant distance to attend sessions. This means that we must ask our volunteer trainers to be available for 4 days.

Opportunities for improvement to focus on:

1. Leverage the buying power of the large MSO's in the area by partnering with strategic management of the MSO's to encourage or get commitments from their vendors to provide SCTE training support.
2. Partner with MSO leadership to get their commitment that they will support the training efforts by allowing their technicians the time to attend training sessions.
3. Work with the MSO's leadership to communicate training schedules far in advance so that quota and schedules can be adjusted to allow the technicians to attend training sessions without impacting the cable companies operations.

Additional Information:

Sub Committees – We will create several sub committees within the chapter to strategically coordinate the various goals outlined for the chapter. As a team effort, we believe we can achieve our 2010 goals and work to bring more value to the SCTE.

Important Links:

SCTE National <http://www.scte.org/>

SCTE Sierra Chapter <http://www.sierrachapter.com/>

American River College <http://wserver.arc.losrios.edu/~electron/>