In mid-June, our Chairman, Bill Maxson, called to ask me if I would head an ISP Task Force in assisting with a Strategic Planning Process for Eglin Air Force Base Officers and NCO Clubs. After several orientation meetings with Lt. Col. Donald A. Cox and others, under the command of Col. Joseph D. Ferris of 96th Support Group, 96th Air Base Wing, we held our first formal meeting on August 2, 1994 at the Eglin NCO Club. Subsequent meetings have been held at the Officers Club at Eglin and the NCO Beach Club, as well as a review of the Officers' Beach Club. To date, October 15th, we have held 6 formal meetings, a total of 10 meetings in all and numerous telephone and informal meetings.

To give you a brief background, on May 23, 1994, Col. Ferris requested in a letter to Mr. Howard Dimmig, "

At our initial August 2nd meeting, Col. Cox informed those attending, 11 in all, consisting of officers, non-commissioned officers, managers of the Officers and NCO Clubs and invited guests, that our efforts were chartered by Brig. General Cranston. He described the purpose of IPG (Integrated Product Group) and stated that our conclusions/recommendations would be presented to General Cranston, once concluded. The out-date hopefully being November 15 - 20.

In reporting to Chairman Maxson, I requested that he appoint two additional task force members following our next meeting on August 9th. At this time, I want to sincerely thank Dick Phillips and Allyn Donaldson for their tremendous support, assistance, suggestions, and effort. I think that Dick will discuss additional task force members later.

The theme of IPG is "Plotting a Course for the Future". A theme and Strategic Master Plan of Business Operation that will carry them to the year 2000.

While this may be a little optimistic, it is a vision, and as I learned years ago, where there is no vision, projects and plans perish and fail. So we will work, and we will make every effort to see that we are successful with this effort. I personally feel that ISP should be honored to participate in this long-range effort. It could impact the entire Eglin community.

So after 30 days of organization and two months of meetings, where are we now, what do we know for sure and where is it going?

Well, needless to say, it has been a learning experience and I do know now what the word "mission" means, as it applies to the military. Although we have pledged an oath of confidentiality in many areas, we can report several results, facts and general information. The IPG has completed a matrix priority study of Officer/NCO clubs, based on information we have gathered to date, which includes the five strengths and weaknesses:

Strengths:

marketbase

tradition location

security and safety

Indirect appropriated support

Weaknesses: lack of applications

lifestyle changes local competition

customer participation and involvement

To confirm this priority study by our plan now is to conduct a complete and comprehensive joint mailing study of nearly 10,000 current members of both clubs, and 10,000 non-members of the Officers and NCO Clubs.

Once this is completed, analyzed and studied, we can begin the drafting of our marketing plan of action. The Officers' Club currently has 62% membership of its market base, while the NCO Club has less than 30% membership. It is still necessary to determine the opportunities of the clubs and review the many constraints still in operation regarding regulations/policies and funding guidelines. We can report that the Eglin Clubs received a cut of \$500,000 for the year beginning October 1st. This is all part of the downsizing of the military by the Clinton Administration.

Therefore, Air Force Command has ordered clubs to provide market-driven programs and services which are self-sustaining and do not detract from other services' programs.

At our next ISP meeting, we can discuss more and obviously we have more to discuss.

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AND FORCE AND IN CALLS,

AND OFFICERS AND IN CALLS,

AFTER SEVERAL ORENENTATION MEETINGS WITH LT COL DONALD A COX AND OTHERS, UNDER THE COMMAND OF COL JOSEPH D. FERRIS OF 96 SUPPORT GROUP / 96th AIR BASE WING ... WE HELD OUR FIRST FORMAL MEETING ON AUGUST 2nd AT THE NCO CLUB AT EGLIN. SUBSECENT MEETINGS HAVE BEEN HELD AT THE OFFICERS CLUB. AT EGLIN AND AT THE NCO CLUB AT THE BEACH, AS WELL AS A REVIEW OF THE OFFICERS CLUB AT THE BEACH. TO DATE ... THRU THRUSDAY, OCTOBER 15TH, WE HAVE HELD 6 FORMAL MEETINGS ... A TOTAL OF 10 MEETINGS IN ALL AND NUMEROUS TELEPHONE AND INFORMAL MEETINGS.

TO GIVE YOU A BRIEF BACKGROUND ... ON MAY 23rd, COL FERRIS REQUESTED IN A LETTER TO MR. HOWARD DIMMING AND I QUOTE:

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AT OUR INITIAL AUGUST 2ND MEETING COL COX INFORMED THOSE ATTENDING...

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