

**P.C.A. MEETING NOTES
SESSION 1
JANUARY 19, 2017**

I. SESSION 1

Brainstorm to create a set of Characteristics and Values of the PCA

1. Characteristics & Values

- a. We have established the characteristics and values of who we are
- b. We have established the characteristics and values of who we are NOT
- c. We have established what bringing the PCA to the NEXT LEVEL looks like

II. RESULTS *(highlighted sections were most popular among the group)*

WHO WE ARE	WHO WE ARE NOT		NEXT LEVEL
Concierge for B to B	NOT Referral Networking		Complete Power Team
Alliance of Local Businesses	NOT a Job		Movers & Shakers
Trust: Members & Organization	NOT Weekly Group		Get it Done
Members with Integrity	NOT Regimented		One Stop Shop
Educated/Offer Education	NOT Clique		Recognition / Recognizable
Licensed & Insured	NOT Revolving Group		Establishing Measurements
Professional	NOT Pressured		Goal Oriented Group
Accountable	NOT Overwhelm		Education for Members from Members
Commercial B to B	NOT Weekly Meetings		Vetted Group of Members
Stability	NOT Overwhelming Membership		Members Who Participate
Value	NOT over 35 Members		
Recognized			
Small Town			
Quality over Quantity			

III. NEXT STEPS

At the completion of all four sessions we will be able to create:

- 1. Create a Mission Statement
- 2. Create a set of Core Values
- 3. Goals based on SWOT Analysis
- 4. Redefined and Reorganized Structure based on Mission and Values

IV. UPCOMING SESSIONS

Create groups to brainstorm, contribute, and report ideas to the rest of the group.

2. Session 2: Strengths & Weaknesses
 - a. Half of group work on the PCA strengths Half of the group work on the PCA weaknesses
 - b. Flip Chart Sharing
 - c. Define Action Plan for Strengths & Weaknesses
3. Session 3: Threats and Opportunities
 - a. Half of the group work on PCA Threats and half work on the PCA opportunities
 - b. Flip Chart Sharing
 - c. Define Action Plan for Strengths & Weaknesses
4. Session 4: Structure
 - a. Groups work on guidelines for structure in the following areas:
 - i. Selection Process
 - ii. One – to – One Meetings
 - iii. Meeting Structure
 - b. Flip Chart Sharing
 - c. Define Action Plan for Structure