

## PEARL Takes Aim at Its Future

On June 13, 2015, the PEARL Board of Directors convened in Chicago to examine its past, present, and future. In evaluating its past and present, much has been accomplished in the development of reconditioning standards, its technician certification program, inspect and test standards, and a variety of other activities and services, such as its Electrical Safety, Reliability and Sustainability Conference & Exhibition. Current efforts are focused on an expansion of the certification program and gaining ANSI approval for its reconditioning standards.

Every organization must plan for what's coming down the road and prepare to position itself properly to address its challenges and opportunities. The first exercise in this process is to examine the organization's vision and mission and update them if needed to be sure that they remain relevant. Once these steps are agreed to, a small set of key objectives are established to focus the group on its road to success. Here is a brief overview of the outcome of the Board's planning efforts:

Vision: "To be recognized as the voice, advocate and technical authority on all aspects of the reconditioned electrical apparatus industry."

Mission: "To grow the market for reconditioned electrical apparatus by creating a clear, demonstrated distinction in quality, safety and integrity for PEARL members as viewed by their customers."

### Objectives:

- Objective 1: Grow the membership by identifying the key member segments and creating a value proposition for each segment
- Objective 2: Leverage the management model to facilitate execution of initiatives while maximizing volunteer efficiency and effectiveness.
- Objective 3: Create and executed an internal and external communications and branding plan.
- Objective 4: Develop, gain approval and market the ANSI/PEARL standard and the PEARL technician certification program
- Objective 5: Increase resources by developing non-dues/non-member revenues.

Over the next several weeks and months, the PEARL Board and staff will be working to address each of these objectives by establishing and prioritizing tasks designed to support and/or accomplish each objective. As the various tasks are identified, we will need volunteer support to provide the "manpower" needed to execute the plan. Please be on the alert of our calls for volunteers. Our overall goal is to enhance the electrical apparatus reconditioning industry and its perception in the marketplace. We look forward to your support in helping to achieve this goal.