NACE's Timeless Core Ideology

*Core Ideology describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements: **Core Purpose** – the organization's reason for being – and **Core Values** – essential and enduring principles that guide the behavior of an organization.*

Core Purpose:

To advance the catering and events industry and its professionals.

Core Organizational Values:

- Professional
- Respect
- Trust
- Integrity
- Supportive
- Community
- Socially responsible

NACE cultivates personal and professional growth through leadership development, relevant education, and collaboration.

NACE provides a welcoming and supportive environment for all stakeholders in the global catering and events community.

NACE professionals embody trustworthiness, high integrity, and respect for others.

NACE members are stewards of the catering and events industry, the environment and communities that rely on our industry for support.

NACE's Long-term Envisioned Future (10+ Years)

*The **envisioned future** conveys a concrete yet unrealized vision for the organization. It consists of a **big (hairy) audacious goal (BHAG)** – a clear and compelling catalyst that serves as a focal point for effort and a **vivid description** which is a vibrant and engaging description of what it will be like to achieve the BHAG.*

BHAG (Vision):

To be the global resource leader for catering and events.

Vivid Description of a Desired Future:

To create an industry that touches the lives of people everywhere throughout their lives.

NACE's Five-Year Goals and Objectives

*Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future." Supporting **objectives further clarify direction** and describe what the organization wants to have happen. In other words, a descriptive statement of what constitutes success in measurable terms.*

Priority Key:
(I) = Must begin objective in next fiscal year
(M) = May begin objective, if resources permit, in next fiscal year
(L) = Begin objective in subsequent fiscal year

A. Brand Recognition

Goal: NACE is the premier place where the catering and event industry professionals connect for quality education and business opportunities.

Objectives:
1. Achieve clarity in the message. (I)
2. Increase quality of business opportunities. (M)
3. Increase engagement of "business pros." (M)

B. Business Development

Goal: Develop sustainable business development revenues to 25 percent of annual income within five years (2018).

Objectives:
1. Increase revenue with dedicated sales force.
2. Improve retention of partners.
3. Diversify options for product placement specific to partner needs.
4. Increase number of impressions for partners to catering and events industry through NACE.
5. Increase balance between catering and event industry participation.

C. Education and Certification

Goal: NACE will be recognized as the leader in education and certification by re-engineering current professional development opportunities to attract new market segments.

Objectives:
1. Increase the number of individuals in NACE's certification programs, by new market segments.
2. Increase content of other current education programs to attract new market segments.

D. Global Community

Goal: NACE will be an engaged global community without borders.

Objectives:
1. Increase value perception to our industry through all of our business lines.
2. Improve our technology to eliminate generational, cultural and socio-economic and time barriers to achieve a diverse community.
3. Improve community subcultures within our industry through collaborative efforts.

E. Thought Leader (Tools and Research)

Goal: NACE is the thought leader for the catering and events industry, its professionals, and consumers.

Objectives:
1. Increase access to information and solutions through the effective use of technology.
   Increase NACE-driven unique industry research.
2. Increase opportunities for members to connect effectively and efficiently to experts.
3. Increase participation in NACE career services site.