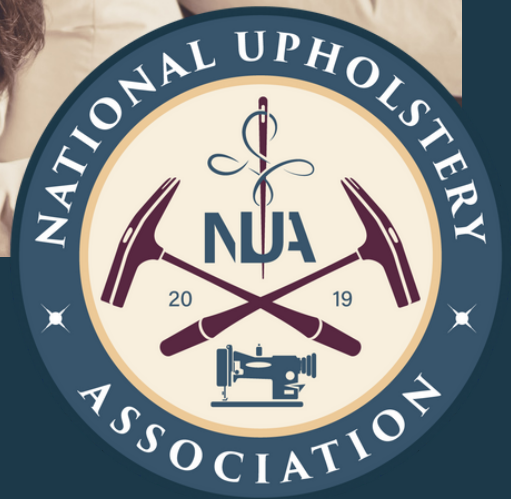




NATIONAL UPHOLSTERY ASSOCIATION



STRATEGIC PLAN

WWW.NATIONALUPHOLSTERYASSOCIATION.ORG



ABOUT US

our history

The National Upholstery Association was created by the upholstery community itself. A handful of community members took the initiative, rolled up their sleeves, and got to work. Welcome to the movement!

our mission & vision

The Mission of the National Upholstery Association is to work together with the greater upholstery community to support and advance the field of professional upholstery.

The Vision of the National Upholstery Association is to inspire a rebirth of the upholstery profession as a collaborative community of artists, entrepreneurs, historians, and champions for sustainability.

core values

We believe that skilled upholstery has a continued relevance in the U.S. and Canada. We see upholsterers as a diverse community of smart, determined people who are excited to work together to accomplish great things in the field of upholstery.

guiding principles

Knowledge & Learning, Diversity, Accessibility & Openness,
Community, Outreach & Partnership,
Creativity & Innovation.



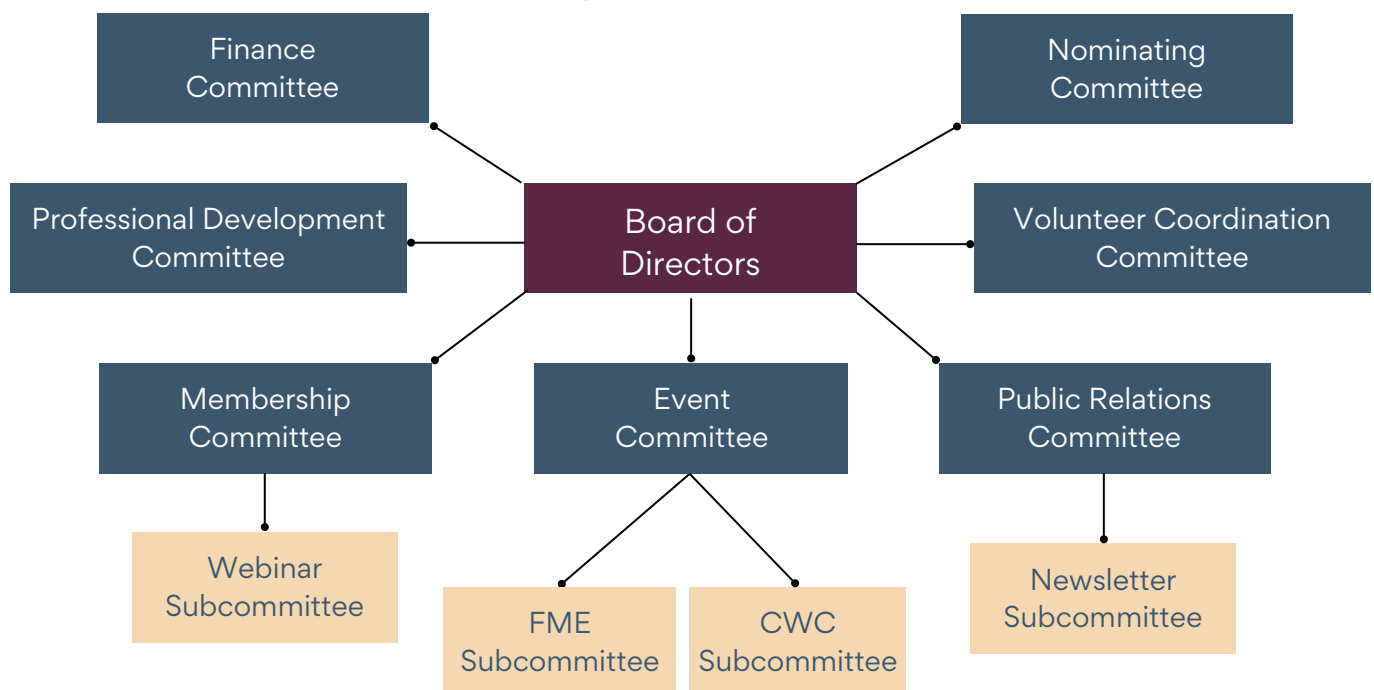
ORG CHART

volunteers

Volunteers are the heart of our organization. Our board and committees are 100% unpaid volunteers who are passionate about supporting and advancing the field of upholstery.

National Upholstery Association

Organization Chart





GOALS

GOAL #1: Establish a Foundation – Association Management

Establish organizational structure of the board, committees and membership.
Establish communications structure with defined channels, templates & forms in order to streamline interactions between the board & committee volunteers and the membership.

OBJECTIVES:

A. Establish organizational structure in order to better serve the membership

1. Create an organizational chart to clearly illustrate the hierarchy of the board & committees
2. Create a library of documentation/tutorials to provide new board & committee members with an overview of the workings of the organization and to help them get up to speed quickly and easily

B. Establish communication channels to be used within the board and between the board & committees to better serve the membership

1. Set up online communication channels for the board & committee volunteers
2. Create and implement a system for volunteer recruitment, coordination, and training

C. Establish active communication channels between the board and the membership in order to best serve the needs of the membership

1. Newsletter
2. Blog
3. Website with member-only resources
4. Webinars
5. Social Media
6. Personal communications from the board
7. Member surveys



GOALS

D. Schedule board participation in coaching for non-profits to ensure board members & volunteers are on the same page and on track to set up the association for success that can be sustained into the future.

1. Free assessment test for individual board members and volunteers
2. Alliance for Better Non-profits (ABN) membership

E. Establish protocol for financial management based on legal requirements set forth in the By-Laws

1. ABN referred pro-bono attorney to assist with nonprofit filing requirements and other questions

GOAL #2: Develop a Framework for Growth of Skills Training Opportunities within the Industry

OBJECTIVES:

A. Establish a Professional Development Committee

1. Research funding options - grants/scholarships
2. Explore best practices to promote our Educator members
3. Create outreach program to engage with non-member educators & identify/promote ways the NUA can help and encourage them to join

B. Provide guidance for workroom owners to take on an apprentice

C. Evaluate potential of an Apprenticeship program

D. Work with schools to build training opportunities

E. Explore new ways to provide educational resources & training through the NUA's social media channels



GOALS

GOAL #3: Establish a Flexible Framework of Business Resources

Explore the needs of individuals & businesses within the trade. Provide educational resources & training for the long-term health of the industry

OBJECTIVES:

A. Connect members to resources through monthly webinars featuring experts in selected and various fields (Chamber/SCORE, bookkeeping, customer service, profit building, business planning, contracts/law)

B. Connect members to vendor information & resources

1. Develop Industry Partner (IP) Member contributions (monetary pledges, member perks, sponsorships)
2. Explore ways to engage IP's, encouraging investment toward the support and cultivation of future professionals

C. Establish a library on the website of business planning resources

1. Create & publish a series of short guides on how to earn a profit, how to calculate overhead, how to gauge what your region will pay, what to look for when ordering supplies, how to calculate labor time estimates, how to determine your own pricing strategy, tips for talking to clients, sales basics, etc.

D. Research options for Health & Liability Group Insurance for members



GOALS

GOAL #4: Support Networking Events & Opportunities for Members

OBJECTIVES:

A. Support regional/local meet-ups

1. Add regional/ local social events to NUA calendars and social media channels
2. Develop a how-to guide to help promote networking between local/regional upholsterers

B. Sponsor or partner with national, regional or local events

1. Explore strategic partnerships with existing trade shows, design events or sustainability fairs that crave an upholstery connection
2. Explore the costs & benefits of having a booth at selected trade show(s)

C. Promote training opportunities

1. Promote Educator Member training opportunities
2. Explore the costs & benefits of sponsoring a guest speaker or educator at a local or regional meet-up or event

D. Explore value of local & regional chapters with member surveys

GOAL #5: Build a Resource Library of Industry Standards

OBJECTIVES:

A. Establish a series of basic standards/guidelines for the profession - in the form of a web page, book or PDF - addressing basic, intermediate & advanced skill sets

B. Publish a glossary of terms as a page on the website (including regional variations)



GOALS

GOAL #6: Establish & Implement a Public Outreach Policy to Build Awareness of the Trade and Those Who Work In it

OBJECTIVES:

A. Marketing to the public - commercials/PSA's/merchandise

B. Create marketing materials that members can access/use on their channels (sponsored by the NUA) to promote re-upholstery and its role in the current & future economy

C. Central guide of shops

D. Member spotlights on blog and social media

E. Consumer Tips & Guides

1. How to find a workroom: what to expect, what to ask, what to share
2. User guides in layman's terms
3. The positive impact of buying locally



GOALS

GOAL #7: Evaluate Potential Role for the Industry in Sustainability Initiatives and Identify Ways the NUA Can Participate in Building Awareness and Initiating Change

OBJECTIVES:

- A. Advocate for legislative policy designating reupholstery as 'green jobs'**
- B. Promote inclusion of re-upholstery within tax incentive programs**
- C. Support or lead education initiatives for re-upholstery as a tool for elimination of waste within the furniture industry**
- D. Promote re-upholstery as an intrinsic component of the circular economy**

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Join the Movement, Join the National Upholstery Association Today
www.nationalupholsteryassociation.org/membership-overview

