



Global Headquarters
331 S. Patrick Street
Alexandria, VA 22314 USA
1-703-647-4900
Fax: 1-703-647-4901
www.sla.org

BOARD DOCUMENT

TO: Board of Directors
FROM: Finance Committee
DATE: September 2006
RE: Fund Strategic Realignment and Marketing Initiative

RECOMMENDATION: The Finance Committee recommends that the Board of Directors approve the transfer of funds from unrestricted reserves to operating funds to cover the initial costs of an outside consultant to work with the Association on strategic realignment and marketing. This transfer will not exceed more than fifty (50) percent of the unrestricted reserves. Further expenditures will be made only upon recommendation of the Finance Committee and action by the Board of Directors.

BACKGROUND: The Board of Directors instructed the CEO to take the Professional Values Task Force recommendations and report back to the Board no later than the October 2006 Board meeting with action plans and financial considerations, with any subsequent initiative to be launched at the January 2007 Leadership Summit. (See Board document A06-46)

The AOOO requested that the Finance Committee determine the financial implications of hiring a consultant to review what has been generated by SLA and its task forces and for the consultant, in conjunction with the CEO, to explore more deeply how to renew the SLA brand. The CEO has gathered information on the financial implications and is preparing a Request for Proposal (RFP) that will be delivered late-October to several firms with a response due back in December. The Association is requesting funds to be made available beginning in 2007 to start the 2-year process.