



Personal Vision Statement:

Maintain controlling interest in my business while reducing my work efforts to no more than 25 hours a week Take mid-six figure annual income from business to maintain current lifestyle Spend minimum of six weeks each year with wife on our sailboat Only perform activities in business I enjoy including selling major clients and handling media relations Develop son-in-law as COO to run the business day-to-day Feel sense of accomplishment in my painting Write and publish (self publish if necessary) a fiction novel.

Company Vision Statement:

To be a high-quality, custom solutions provider with state-of the art metal fabrication technology for the metal fabrications industry.
 To manufacture our products in the USA & Canada.
 To sell solution metal fabrication products throughout North America through a sophisticated selling system.
 To have an enlightened, skilled, dynamic, forward-thinking management team supporting and directing a motivated, loyal and flexible workforce.
 To develop non-customized products/commodity products that could be bought in bulk by distributors. 6. To stay with, although not necessarily be on, the leading edge of new state-of-the-art materials.

SBL Plan:

CSF	Obtain sufficient sales to keep us operating all of our 'test' equipment at full capacity.			
		Assigned	Due Date	Priority
Goal:	Maintain gross margins at a minimum of 25 percent		09/01/2015	None
CSF	Increase sales to offset higher wage costs.			
		Assigned	Due Date	Priority
Goal:	Increase sales of current products by 10 percent by end of year.		12/31/2015	None
Strategy:	Analyze current sales figures for Q3	Partner	10/15/2015	High
Action:	Document and present sales figures of every product.		08/15/2015	None
Action:	Create a list of buyers' for cold calling			None
CSF	Develop new specialized products & services.			
		Assigned	Due Date	Priority

Goal:	Develop one new product within 10 months, two within 24 months and another two with 36 months.	04/30/2015	None
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CSF **Implement ISO with our manufactured products.**

		Assigned	Due Date	Priority
Goal:	Hire and train a new COO to assume a minimum of 25 percent of my current operational responsibilities.		09/30/2016	None