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Sable Points Lighthouse Keepers Association  
[www.splka.org](http://www.splka.org) 231-845-7417  
P.O. Box 673  
Ludington, MI 49431

# Sable Points Lighthouse Keepers Association

## Strategic Plan

(2011-2016)

## Goals and Objectives



P.O. Box 673  
Ludington, Michigan 49431  
(231) 845-7417  
Website: [www.splka.org](http://www.splka.org)

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# Strategic Plan (2011-2016): Our Vision, Goals and Objectives

It is the vision of Sable Points Lighthouse Association to focus on the historic preservation of our lights and the education of surrounding communities about our maritime importance. It is our desire to reach out to children state wide and share our history.

We are a member driven organization. It is our desire to make our programs accessible to all generations of lighthouse enthusiasts. It is our vision to expand and enhance our membership services by empowering our members and volunteers to be involved in multiple opportunities.

It is our vision to decrease our funding dependency on tower tours and gift shop sales and increase funding from endowments and grants. It is our desire to strengthen and increase our partnerships in the local community and with other organizations.

It is our vision to increase the use of technology as a management tool and a means of reaching out to our membership and also, to assist in marketing SPLKA globally.

It is our desire that the SPLKA Board of Directors provide leadership to our organization as well as stability and consistency. It is our desire to employ staff members that have passion for our lights and will provide mature leadership which will assist us in accomplishing our vision for SPLKA's future.



## Goal I

To engage, educate and empower our membership in all available opportunities to preserve, promote and support our lights

### Objectives:

- 1) Strengthen communication
- 2) Create more opportunities for member involvement
- 3) Implement the SPLKA marketing plan
- 4) Create a data base of members' skills

## Goal II

To manage growth and continue the historic preservation of all of our lights

### Objectives:

- 1) Organize, preserve and properly house SPLKA archives so they are accessible
- 2) Implement the BSP sea wall restoration
- 3) Reproduce the 3rd order Fresnel Lens for BSP
- 4) Reproduce the BSP garage as an education center/gift shop

## Goal III

To develop a self-sustaining endowment through targeted fundraising and planned giving

### Objectives:

- 1) Establish a reserve fund for unexpected expenses
- 2) Continue to research and apply for appropriate grant funding
- 3) Explore opportunities to develop an endowment
- 4) Educate and encourage SPLKA membership to participate in planned giving

## Goal IV

To continue to educate our global community regarding our maritime importance and the cultural importance of our lights as a tourist destination.

### Objectives:

- 1) Develop and implement a Day Camp program for school age children
- 2) Enhance our web site
- 3) Explore opportunities to partner with **Pure Michigan**
- 4) Increase local community partnerships
- 5) Develop an interactive program for school children to be used off site