

2025 ABC Central Florida Quarter 1 (as of 4/30/2025)

Founded on the Merit Shop Philosophy, ABC helps its members develop their people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which they work

Operating Principles

Be an organization of high trust, high collaboration and effective communication to deliver value to our members

Utilize verifiable quality data to be an effective and efficient fact-based decision-making organization

2025-2030 Long Range Strategic Goals

<p>Total Human Health and Safety</p> <p>To be a recognized health and safety leader in the industry with 50% of ABC Contractor members being a part of the ABC National Health & Safety Alliance by 2027, 60% by 2030 and 75% by 2032.</p>	<p>Political Advocacy</p> <p>Advance and defend FREE ENTERPRISE through the adoption of policies that encourage FAIR and OPEN COMPETITION and the MERIT SHOP philosophy at the local, state and federal level.</p>	<p>Workforce Development</p> <p>Collaborate with our members, community partners and educational institutions to recruit and retain the best talent for the construction industry by increasing engagement and enrollment in all active chapter workforce development framework entry point programs annually.</p>	<p>Membership Growth</p> <p>By 2030, increase contractor members to 73% and contractor member retention to 93% by at least 1% annually while achieving overall net membership growth.</p>
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2025-2030 OPERATING PRINCIPLES

Operating principles are intended to be foundational to how we operate; they are meant to be timeless and should guide our behaviors and actions throughout the organization

Operating Principles	2025 Objectives	SUCCESS CRITERIA	DATE TO ACHIEVE	RESOURCES NEEDED	BOARD CHAMPIONS	STAFF LIASON
<p>Be an organization of high trust, high collaboration and effective communication to deliver value to our members</p>	<p>NP 1. Identify methods to deliver our message to young professionals, students, and younger ages that show value of our industry and our association.</p> <p>Q1 - Done - VR Grant and been using at Job fairs - Hosted 4 high schools and 1 middle school at the office for career exploration.</p>	<p>Increase engagement by next generation into member companies and ABC programming</p>	<p>12/31/2025</p>	<p>Career day kits, member volunteers, speakers</p>	<p>Roy Burkett Jeff Carter</p>	<p>Corey Schoenfelder</p>
	<p>NP 2. Continue 75th Anniversary marketing campaign and educational platform describing the success/impact of the merit shop industry to educate the masses on the why how and who we are.</p> <p>Q1 - National Conference 75th Video Produced - Several CF members included. Q3 - 75th Anniversary viewing party for members.</p>	<p>Utilize the Anniversary to Increase Recruitment and Retention of Members.</p>	<p>12/31/2025</p>	<p>National templates, branded graphics</p>	<p>Debbie Rodriguez</p>	<p>Catherine Wert</p>
	<p>NP 3. Improve member contractor participation in findcontractors.com by 10% to help members win work and target ABC communications to members.</p> <p>•Number of profile updates. □ •Number of searches □</p> <p>* National goal - Chapter supporting through advertising findcontractors.com</p>	<p>Increase contractor participation in findcontractors.com by 10%</p>	<p>12/31/2025</p>	<p>National templates, branded graphics</p>	<p>N/A</p>	<p>Catherine Wert</p>
	<p>SP 4. Engage PR Consultant / Podcast / Social Media Engagement - Expand Large Audience</p> <p>Q3. Plan to bring on PR support.</p>	<p>25% increase in impressions and engagement over 2024</p>	<p>12/31/2025</p>	<p>Key messaging framework, media list, Microphones, editing software, hosting platform, guest scheduling</p>	<p>Juan Garcia</p>	<p>Michele Daugherty</p>
<p>Utilize verifiable quality data to be an effective and efficient fact-based decision-making organization</p>	<p>NP 1. Create a communication (video and matrix?) that demonstrates to the membership why its important to participate in data collection surveys and the value they create for the association and the industry. This communication could include ideas like: •Demonstrate why data is important to increase participation •Simplify end user experience to gather data (identify technology to assist) •Using ABC data to show what life would look like without ABC and the increase in the merit shop industry. •Utilize AI/business intelligence to streamline data collection and increase participation.</p> <p>Q3. New Chapter CRM to be purchased to have better control and member access to data</p>	<p>Simplify end user experience to gather data</p>	<p>12/31/2025</p>	<p>National templates, branded graphics</p>	<p>N/A</p>	<p>Michele Daugherty</p>
		<p>New CRM in place to assist with invoicing and member communication</p>	<p>7/31/2025</p>	<p>New CRM</p>	<p>N/A</p>	<p>Michele Daugherty</p>

Wins for Q1

MEMBERSHIP DEVELOPMENT

Quarter 1 - Progress: Member GCs held sub meeting at ABC office, inviting ABC staff to present value to attendees. Delivering to member offices of STEP, EIC Awards, and VIP trophies by committee members. Engagement: Over 100 members volunteered in Q1 for speaking, panel discussion, teaching, at events, etc.

EVENTS

Quarter 1 - Highest attended GC Connect with 554 attendees.

Quarter 1 - Progress: Day of Service with YP with 38 participants, 81 VIP Sponsors (record #), High participation in EIC Workshop almost 70 this year.

TRAINING

ABC launches the "Virtual Reality for ABC's Future Workforce" pilot program. This initiative is designed to empower chapters to enhance career outreach efforts using cutting-edge VR technology. The pilot period will last for one year, and participating chapters will not be charged for the headsets or licensing fees during that time. 1 of 25 chapters chosen for the program.

Quarter 1 - Lack of interest from members in apprenticeship training outside of Plumbing

ADVOCACY

Quarter 1 - Top 10 in the Nation in Quarter 1

Quarter 1 - Need to improve ABC ACTION AP Downloads

SAFETY

Q1 - Promote June Safety Conference first year as of Q2 we have 128 attendees - where we will be doing Safety Professional Recognition Goal is to support Safety Professionals and get non-safety people involved, but passionate about Safety.

NATIONAL ENGAGEMENT

Working on Chapter Engagement with the CCI/CBI Participation - Very Low chapter participation

As of March 12, ABC on a national level has earned a total of 7,086 media mentions, or 114 stories per day.

MEMBERSHIP DEVELOPMENT

By 2030, Increase contractor members to 73% and contractor member retention to 93% by at least 1% annually while achieving overall net membership growth and achieving 17,500 contractor members by 2030.								
Success Criteria	Year	2025 Objectives	SUCCESS CRITERIA	DATE TO ACHIEVE	RESOURCES NEEDED	BOARD CHAMPION	STAFF LIASONS	
By 2030, Increase contractor members to 70% from 60%	2030	NP 1. Have at least one current staff member complete sales training.	Completed - Michele & Cat attended in January	Q1				
		SP 2. Create list of Non-member GCs & Set-up meetings.	Increase overall Contractor percentage to 65% by 2026	3/31/2026	Database / Prospective GC's from Board	Juan Garcia	Michele Daugherty Catherine Wert	
		Quarter 1 - Progress: Continuous additions of non-member GCs in CHAD. Mailing of ABC EIC Awards magazine, with invitation to attend free workshop and application to join. Attended member GCs meetings where non-member GCs were in attendance and ABC was able to share the value proposition. Q3. In person meetings with GC's who are not members-Feedback on why they aren't members - List Identified meeting will begin in June and run through August.						
		NP 3. Enhance Member Engagement via Direct Communication.	100% of new members receive welcome within 7 days, 80% attend onboarding	3/31/2025	Database / Board and Membership Committee Support	Oskar Torres	Catherine Wert	
		Q1. Create letters that board members can use to send to all our clients/vendors-we create it so it is same message to bring in members Q2. Request EIC sub list from participating GC's	In Process	7/1/2025	EIC sub list & EIC Committee	Oskar Torres	Eva Pardo	
		Q1. Launch Personalized New Member Welcome Campaign with and tailored onboarding resources Q2 - Request contact list from member companies in order to grow outreach emails to all employees. Q2 - New quick elevator speech for leadership to help with closing	Completed - Cat and Michelle Delaney produced	3/31/2025	Canva	Michelle Delaney	Catherine Wert	
			50+ Percent response from current contractor members	6/30/2025	Member Database	Oskar Torres	Catherine Wert	
			Board and Membership committee learn value proposition and us it to promote membership Grow contractor retention rate by 2%	6/30/2025 12/31/2025	Value proposition wallet cards and Quick elevator speech talking points Database / Board and Membership Committee Support	Oskar Torres	Catherine Wert	
			90% Retention	4/1/2025	Google Sheets/Database / Board and Membership Committee Support	Oskar Torres	Catherine Wert	
			Q1. Board members to go visit member firms - 25 Companies / year 1 company per Board member. Q1. Tracked why companies dropped and share with membership committee.	Board members to go visit member firms - 25 Companies / year 1 company per Board member	12/31/2025	Google Sheets/Database / Board and Membership Committee Support	Oskar Torres	Catherine Wert
Increase contractor member retention to 90% by at least 2% annually from 82.48%	2030	SP/NP 2. Grow HR, CFO and National peer group participation and affinity programs to help demonstrate more ROI.	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	Database / Board and Membership Committee Support	Michelle Delaney	Catherine Wert Stephanie Kress	
		HR Peer Group - Quarter 1 - HR Peer Group has grown from 2024. New alignment of speakers and topics.HR peer group meetings scheduled bi-monthly with an average attendance of 20. Q3 - Continue to promote cost savings to pay for membership CFO Peer Group - Quarter 1 - No Progress Quarter 2 - Identified member leaders and will launch in quarter 3.	Increase utilization of the various programs by 10%	12/31/2025	Weekly email, montly mailer to promote National templates, branded graphics	Michelle Delaney	Catherine Wert Taylor Dupree	
		National peer group participation and affinity programs to help demonstrate more ROI - Q1 Marketed out to members	Increase deeper entrenchment with members. Increase resources for members.	7/31/2025	Speakers and CFO Contacts of members	Debbie Rodriguez	Stephanie Kress	
			Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	Weekly email, montly mailer to promote National templates, branded graphics	Debbie Rodriguez	Stephanie Kress	
		NP 3. Increase awareness of ABC by showing alignment of ABC w/ our Members	ABC attends 6 member company events increasing exposure to prospective members	12/31/2025	Branded material and exhibit both / Board and GC Membership Support	Juan Garcia	Michele Daugherty	
		Q1 - Scheduled Joint events with HP. Q2 - Scheduled Events with Turner & Peninsula Engineering - Increase awareness of ABC by showing alignment of ABC w/ our company. ABC reports on 6 member company events per year NEW - BD peer group began in January 2025 and planned meetings every other month, March meeting conducted, next meeting scheduled for May.						
			Increase deeper entrenchment with members. Increase resources for members.	12/31/2025	Branded material and exhibit both / Board and GC Membership Support	Juan Garcia	Michele Daugherty	
			Board Increases New Contractor membership by 46 new members above and beyond members recruited by membership committee	12/31/2025	Google Sheets/Database / Board and Membership Committee Support	Juan Garcia	Catherine Wert	
			Deeper entrenchment into members. More utilization of ABC products and services.	6/30/2025	Database / Board and Membership Committee Support	Michelle Delaney	Catherine Wert Stephanie Kress	
			Q1 - Progress: added approximately 10,000 emails from non-member companies to Constant Contact focused emails. Use One Exchange for marketing materials and ads. Digital ad with ENR magazine February 17 issue. Participate in lead story for February 17 ENR issue: Spotlight on Safety, Education and Training section. Included a 1/3 page article by MD, ABC. Schedule Board and Committee member orientations to include ABC history and value proposition.					
Achieve overall net membership growth.	2030	NP 1. Bring members construction technology and innovation tools to attract new and retain existing contractors. Continue to distribute ABC Tech Marketplace materials that highlight exclusive discounts for ABC members.	Increase deeper entrenchment with members. Increase resources for members.	12/31/2025	Branded material and exhibit both / Board and GC Membership Support	Juan Garcia	Michele Daugherty	
		Q1 - Progress: Schedule Safety Champions Conference to include programs on AI, exhibitors and demonstrations on new technology. Marketing flyers for Tech Market place and ads are included in monthly mailing package sent to all members. - Q2. Michele is sitting on the National Technology and Innovation Committee and group has approved several new "Market Place members" Events is working with Cat to get marketing materials to member events.						
		SP 2. Have Board members complete their 2 new contractor goals. & Increase awareness of ABC by showing alignment of ABC w/ their company Q1 - Progress: board members have recruited a total of 4 contractor members as of April 9. New ABC polo shirts distributed to board members for wearing at events to promote ABC and act as ambassadors.	Board Increases New Contractor membership by 46 new members above and beyond members recruited by membership committee	12/31/2025	Google Sheets/Database / Board and Membership Committee Support	Juan Garcia	Catherine Wert	
	SP 3. Refresh membership recruitment materials. Utilize digital marketing resources to drive leads to chapter. Share ABC Story with Business Associates & Distribute to committee members & board and all ABC Communities. Make a Member Success Kit.	Deeper entrenchment into members. More utilization of ABC products and services.	6/30/2025	Database / Board and Membership Committee Support	Michelle Delaney	Catherine Wert Stephanie Kress		
		Q1 - Progress: added approximately 10,000 emails from non-member companies to Constant Contact focused emails. Use One Exchange for marketing materials and ads. Digital ad with ENR magazine February 17 issue. Participate in lead story for February 17 ENR issue: Spotlight on Safety, Education and Training section. Included a 1/3 page article by MD, ABC. Schedule Board and Committee member orientations to include ABC history and value proposition.						

Quarter 1 - New BD Peer Group formed that is meeting monthly to group each other and be able to share the ABC Story
 Quarter 1 - Draft Completed for New Member Success Kit. To be printed in Q2.

POLITICAL ADVOCACY

Advance and defend FREE ENTERPRISE through the adoption of policies that encourage FAIR AND OPEN COMPETITION and the MERIT SHOP philosophy at the local, state and federal level.

Success Criteria	Year	2025 Objectives	SUCCESS CRITERIA	DATE TO ACHIEVE	RESOURCES NEEDED	BOARD CHAMPION	STAFF LIASON
Support pro merit shop candidates at every level—federal, state, and local	2025 / 2026	NP 1. Increase lawmaker (construction project/contractor office/training facilities/prefab facilities) visits by 10% Q1 - Appointments at LegCon were on par with previous years despite hectic committee schedules. Most of Q1 for state legislators was spent in a special session or regular session.	Increase visits by 10%	12/31/2025		Steven Lockhart	Taylor Dupree
		NP 1. Increase number of ABC PAC donors by 10% over end of year 2024 total. Educate non-committee members so they are knowledgeable on Objectives/Goals. "Cross pollinate" w/ other ABC committees & Talk about @ Builders Breakfast. Q1 - Every committee got the spiel about the importance of PAC and how to sign up to contribute to the ABC National PAC to get a badge, including the Builders' Breakfast in January with the economic forecast panel. The ABC CF PAC Fundraiser raised 20% more money than in 2024. Progress Q3 - Continue the educational "Zoom" meeting discussing PAC Goals tied to the session. Educate non-committee members so they are knowledgeable on Objectives/Goals. 100% BOARD PARTICIPATION in PAC/ FEAV Trimmer / FEAA Contributions to local PAC \$35k (From dues & fundraisers) Contributions to National PAC \$35k (from Badges) Contribution to Free Enterprise Alliance \$20k	Increase number of ABC PAC donors by 10%	12/31/2025	National templates, branded graphics	Steven Lockhart	Taylor Dupree
Grow 2025/26 FEA by 5% and exceed PAC contributions over 23/24 cycle	2025 / 2026	NP 1. Help members navigate Inflation Reduction Act (IRA) compliance. Q1 - Progress					
		NP 2. Getting our results out to ABC. Showing value of involvement Q1 - Progress - Every committee, along with being informed and encouraged to contribute the ABC National PAC was also told about the ABC Action App, including the Government Affairs Committee. The NEXGEN class was also all encouraged during their session regarding Advocacy to download the app.	Share results of the session amplifying the Merit Shop Voice to members and prospective members	6/30/2025	Session Results ABC FL weekly email	Steven Lockhart	Taylor Dupree
Improve communications to mobilize broader lawmaker, voter and industry audiences	2025	NP 2. Develop a campaign to promote and encourage employers to have their employees download the ABC Action App. Increase participation by 5% over 2024. Q1 - Progress	ABC Action App participation increased by 5% over 2024.	12/31/2025	National templates, branded graphics	Steven Lockhart	Taylor Dupree
		NP 3. Increase lawmaker visits with lawmakers who don't support the merit shop by 10% over 2024 Q1 - Met with Rep. Anna Eskamani in Tallahassee, she has also RSVP'd to attend the Hobnob this year who does not support merit shop.	Amplifying the Merit Shop Voice. Protect and Defend Merit Shop	12/31/2025	Legislative meetings HobNob State Convention	Steven Lockhart	Taylor Dupree
		NP 4. Maintain and grow media presence. Be the sought-after resource on construction industry issues Quarter 1 - Progress: Michele Daugherty is currently a resource for ENR (Engineering News Record) Magazine articles and has been interviewed for at least 2 articles. Also, local news has spotlighted ABC twice in the first quarter. Behind the Hard Hat also did a story. Q1 - Establish goals to expand our engagement - Engage PR Consultant Q2 - Expand large Audience Expand current contact list by 20% How did you hear about us?	Amplifying the Merit Shop Voice increasing Membership. Protect and Defend Merit Shop	12/31/2025	Talking Points Media list	Juan Garcia	Michele Daugherty
		NP 5. Education curriculum for members on union organizing tactics used prior to elections (e.g. how unions do grassroots to influence employees to sign cards) and after election notifications Quarter 1 - Progress - HR Peer Group was held about union organizing Tactics. Union Awareness program scheduled in Fall 2025.	Amplifying Brand to increase ABC presence in market.	12/31/2025	Consultant budget, key messaging framework, media lis	Juan Garcia	Michele Daugherty
		NP 5. Education curriculum for members on union organizing tactics used prior to elections (e.g. how unions do grassroots to influence employees to sign cards) and after election notifications Quarter 1 - Progress - HR Peer Group was held about union organizing Tactics. Union Awareness program scheduled in Fall 2025.	Protect and Defend Merit Shop. Ensuring that Members can act proactively.	12/31/2025	National templates, branded graphics	Juan Garcia	Michele Daugherty
		SP 6. Recruit / retain member from YP UCF & NEXGEN to Participate in political committee. Hold mixer or advertise mixer where groups are present Quarter 1 - YP/UC/NexGen Mixers & Active recruitment to Political Committee - 1 Member from each group attends 50% of meetings - Q1 - Progress: Special rate for YP PAC badges was advertised for additional participation and contributions.	Increase deeper entrenchment with YP members. Increase resources for members.	7/31/2025	Legislative meetings HobNob State Convention	Juan Garcia	Michele Daugherty
		SP 7. No funds to people who don't support us. Quarter 1 - Looking beyond specific party & focus on people that will support us	Protect and maximise PAC dollar for most affective utilization	12/31/2025	Local PAC	Steven Lockhart	Taylor Dupree

WORKFORCE DEVELOPMENT

Collaborate with our members, community partners and educational institutions to recruit and retain the best talent for the construction industry by increasing engagement and enrollment in all active chapter workforce development framework entry point programs annually.							
Success Criteria	Year	2025 Objectives	SUCCESS CRITERIA	DATE TO ACHIEVE	RESOURCES NEEDED	BOARD CHAMPION	STAFF LIASON
Equipping, members and individuals for success in the Construction Industry	2026	SP 1. Focus on True Apprenticeship & Utilize Learning Center. Education / Messaging about what is available. Utilize learning center - Rooms use at increasing Utilization role Q1 - Launched a Finish Carpentry Apprenticeship in partnership with IBuild - Members have yet to engage Select members from Pre-Apprenticing programs (NCCCO/CPA) to True Apprenticing Education / Messaging about what is available - Increase enrollment and attendance Q1 - Progress March 2025 - Started Monthly Construction Technology & Innovation Email to members, future members and community partners promoting the new CTI space, and upcoming classes/programs.	Have ABC be seen as leading resource for training	12/31/2025	Effective Marketing Plan, member volunteers, Teachers, T&D Committee	Roy Burkett Jeff Carter	Corey Schoenfelder
		NP 2. Introduce construction trades at career fairs to potential future workers with immersive reality experiences that highlight ABC's skilled trades. Student interest in a career in the trades / Positive Messaging. Alignment with other committees Q1 - Progress 1/28/2025 - Attended Junior Achievement Event to promote Hands-on Career Exploration for 15k 8th grade students 1/30/2025 & 1/31/2025 - Attended Construction Career Days to promote careers in construction to 9 county high schools. Had hands-on activities with Gaylor Electric and S.I. Goldman. 2/4/2025 - Awarded Transfr Outreach and Engagement Pilot Meta Headset 2/5/2025 - CareerSource/OCPS High School Express event at the ABC office with 100 high school students. 20 ABC member companies were set up in the parking lot with hands-on activities 2/12/2025 - OCPS Middle School Career Exploration Day at ABC office with 50 middle school students. 13 ABC member companies were set up in the parking lot with hands-on activities	Have Program with 20 student enrolled	4/30/2025	Companies to participate all other resources gathered	Debbie Rodriguez	Michele Daugherty
		SP 3. Maintain Grow UCF and Seminole Chapter Network Q1 - Progress Seminole State Student Chapter - Held 4 GBMs. UCF Student Chapter - Held 13 GBMs/Events February 2025 - Attended and competed in the ABC National Construction Management Competition. Results: SSC - 3rd place in Safety & Quality Control. UCF - 2nd Place in Quality Control, PM, Estimating and Overall	Increase deeper entrenchment with YP members. Increase resources for members.	12/31/2025	Collegec Committee	Matt Krstolic	Corey Schoenfelder
		NP 4. Create a plan to build relationships with owners of mega projects to address workforce and advancement needs. Q1 - MD Meet with OCPS Q2 - Meeting with Turner	Amplifying Brand to increase ABC presence in market.	12/31/2025	Programs Committee BD Committee	Juan Garcia	Michele Daugherty
		SP 5. Veteran Initiative Committee - Expand on Veteran Workforce within our Industry. ABC Member participation in Veteran Initiative to ensure success Create a direct pipeline to the Veteran Community to expand our workforce Q1: Champion for a new committee focused on the Veteran initiative has been selected. Q2- Identify prospective committee members Q3 - First Committee meetings and mini planning session.	Deeper entrenchment into members.	12/31/2025	Find other ABC Chapters that have successful groups. Find all local resources	Mike Mealor	Michele Daugherty
Continue with ABC member employee value proposition enhancements and education. 50% of STEP Platinum, Diamond, and Gold become AQC by 2027	2027	SP 1. Market all National Programs out utilizing weekly email and monthly mailer as well as at maximize your membership. Q 1 - Done through: National webinars added to weekly emails with links. National advocacy position/status added to weekly emails as necessary. National discounts added to weekly emails. National events added to weekly emails and calendar in monthly mailer. National programs included in Maximize Your Membership.	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	National templates, branded graphics	Oskar Torres	Catherine Wert
		NP 2. Grow the unique AQC companies by 10% from the prior year (AQC/Top Performers represent those who are committed to talent management, workforce development and ABC Code of Ethics as per Article I and III of the ABC Bylaws). AQC: Q1: Included AQC ad in monthly mailer and EIC Awards Magazine (2024). Highlight each AQC member with emblem/logo in annual membership directory. Plan to publish list of CF Chapter AQC members in future issue of BCF magazine. Social media posts promoting AQC members.Q1- 2025's ABC CF AQC Members are not yet available. National releases the AQC lists annually in November. Q2 - Currently marketing program. Cat is working with National as we have 7 members that are chapter members not listed. (20 currently listed for 24 by National 27 our count) - 2025 Goal - 30 Contractors	AQC companies by 10% from the prior year	12/31/2025	National templates, branded graphics	Oskar Torres	Catherine Wert
		NP 3. Continue branding campaign to promote ABC member employee value proposition enhancements and education. Link to THH, AQC and Top Performers Top Performer: Q1 - End of Quarter list released for 2025. Top Performer Q2 - 2025 List is out and special recognition certificates are being created and distributed. Will be in BCF Magazine issue 3. Q 1 - Progress: Ads and flyers in monthly mailing package for ABC benefits and classes. Ads in all six issues of BCF magazine promoting events, classes, benefits, etc. Social media posts promoting events, classes, benefits, AQC, Top performers. Total Human Health: Quarter 1 - Promoted a Total Human Health Week - Cancelled due to no interest from members. Total Human Health: Quarter 2 - Having sessions at the Safety Conference and Sending out the Total Human Health Link of Resources to all Members.	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	National templates, branded graphics	Oskar Torres	Catherine Wert

TOTAL HUMAN HEALTH AND SAFETY

To be a recognized health and safety leader in the industry with 50% of ABC Contractor members being a part of the ABC National Health & Safety Alliance by 2027, 60% by 2030, and 75% by 2032.

Success Criteria	Year	2025 Objective	SUCCESS CRITERIA	DATE TO ACHIEVE	RESOURCES NEEDED	BOARD CHAMPION	STAFF LIASON
Increased participation in ABC's Total Human Health and Safety initiative as measured by participation in the ABC National Health and Safety Alliance.		<p>SP</p> <p>1. Connect w/ Cat New Member Onboarding as it relates to Safety + Step. Identify potential GC candidates for AQC + explain ROI current state: 17 submitted in 2024. Provide resources to denied AQC companies.</p> <p>Identify potential GC candidates for AQC + explain ROI current state. Increased AQC Participation by 6 more members fully certified</p> <p>Q1 - Progress- Each month, send an email to the new members (for the previous month) on safety classes, STEP, Safety Captive and Safety Forum.</p> <p>Q1 - Cat working with National and has Identified good candidates and will be promoting in Q2. We had no denied in 2024 just companies that did not finish and we will be reaching out to them.</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	National templates, branded graphics	Juan Garcia	Catherine Wert
		<p>NP</p> <p>2. Market out webinars on Safety technologies that impact members and help members achieve STEP. Connect w/ Cat New Member Onboarding as it relates to Safety + Step</p> <p>Quarter 1 - Marketing out the programs and growing the safety committee. National and Chapter both hosted "how to" for STEP. Stephanie is contacting all new contractor members to on-board them with STEP. Working with Events team to get full participation in STEP with all EIC submitting companies.</p> <p>Q1. Marketed workshops to our members new STEP workshops held by National. Using Safety Conference to promote 2025 STEP. Q1. Hosted a local training - cancelled due to lack of member interest.</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	National templates, branded graphics	Roxana Hernandez	Stephanie Kress
Increased participation in Safety Captive		<p>SP</p> <p>1. Enroll more members into Safety Captive program (increase) 10 more companies</p> <p>Q1 -Identify potential companies to member enroll + have one -on-one</p> <p>Q2 - Terence and Michele have meetings lined up on several big projects.</p> <p>Safety Captive: Renewed contracts for 2025 w/ 3MG Roofing, Southeast Shell, Towers Construction. No new members as of end of Q1. still having trouble getting current captive members to pay their bills on time.</p> <p>Quarter 1 - Marketing out the program was done at the GC Connect and Hob Nob. Program will be marketed at Safety Conference in Q2.</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	Branded graphics / Campaign to engage GC's to promote to subs	Roxana Hernandez	Stephanie Kress
Increased participation in ABC's Total Human Health and Safety initiative as measured by participation in the ABC National Health and Safety Alliance.	2026	<p>NP</p> <p>1. Increase participation in ABC's National Health and Safety Alliance from 35% to 40% contractor members.</p> <p>STEP: 27 completions by end of Q1.</p> <p>Q1. Work on getting members to add to their bid sheets-"Are you a STEP participant/ABC member"</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	Branded graphics / EIC Entries/ Safety Committee	Roxana Hernandez	Stephanie Kress
		<p>NP</p> <p>2. Deploy the ABC National Health & Safety Alliance National Marketing Materials:</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	Branded graphics / Safety Committee	Roxana Hernandez	Stephanie Kress
		<p>NP</p> <p>Q2. Share the 2025 Safety Performance Report out with membership</p> <p>Q1 - Report released in March. Copies were sent to all primary contact in the Construction Executive. Q2- will have at Safety Conference.</p>					
		<p>NP</p> <p>5. Deploy rebranded Safety Academy and hold 1 Safety Academies in 2025.</p> <p>Q1. Attempted to schedule Health & Safety Leadership Forum for end of April, but no interest. Will need to adjust marketing strategy once rescheduled. It's possible National's marketing materials are not clear that this is the renamed Safety Academy.</p>	Host 1 Safety Academy with min. 15 attendees in 2025	12/31/2025	National templates, branded graphics	Roxana Hernandez	Stephanie Kress
		<p>NP</p> <p>c.NH&SA, STEP Recognition, NSEA.</p> <p>Quarter 1 - 1st win at National Conference - CEP. ABC Central Florida beating national average of participation so far 2025. Started utilizing new H&SA logo. Promoting to members to fill out 2025 STEP now in order to receive 4 extra points on EIC entries, and in order to get recognized at Safety Conference.</p>					
		<p>NP</p> <p>4.TH&H Initiative and Partners and Resources</p> <p>Quarter 1. National Launched new partners at the March Convention. Chapter will promote to member in Q3. TH&H week had to be cancelled due to lack of interest. May be due to oversaturation of events during this time frame. Looking to reschedule H&SLF for August potentially.</p>	Deeper entrenchment into members. More utilization of ABC products and services.	12/31/2025	National templates, branded graphics	Roxana Hernandez	Stephanie Kress