



NAAA Strategic Plan: 2026 – 2031

Mission Statement

NAAA represents the aerial application industry, advancing flight and operations’ safety, security, environmental professionalism, and economic viability through public policy advocacy, positive public relations, education, technological development, and member services that preserve and strengthen the industry’s role in agriculture, forestry, public health, and other forms of aerial application.

Vision Statement

A trusted, modern, unified and financially resilient national association that is the primary and leading advocate, knowledge resource, and public information source for all avenues of a united aerial application industry.

Key Strategies, Goals & Initiatives

Goal #1 // By the end of 2031...	
NAAA supports and defends ag aviation interests in statutory/regulatory policy.	
Indicator of Success: Achieve success of advocacy in promoting favorable, and preventing unfavorable, <u>safety policy</u>.	
Initiatives	
1.	Monitor and respond to all statutory and regulatory actions related to safety policies
2.	Create drone strategic plan
3.	Get FAA to mandate an industry-approved DAA alternative to ADS-B / EC
4.	Create a plan to regularly review the status of affected issues and advocacy outcomes
5.	Create and maintain a list of key POCs and “rapid response” reviewers/helpers for policy issues that arise requiring timely comment or action.
Indicator of Success: Achieve success of advocacy in promoting favorable, and preventing unfavorable, <u>environmental policy</u>.	
Initiatives	
1.	Monitor and respond to all statutory and regulatory actions related to environmental policy
2.	Get EPA to use modernized AGDISP

3. Add 2” boom drop to AGDISP
4. Change surface roughness in AGDISP to reflect canopy
5. Get EPA to accept and use site specific risk assessments
6. Create plan to regularly review status of affected issues and advocacy outcomes
7. Create and maintain list of key POCs and “rapid response” reviewers/helpers for policy issues that arise requiring timely comment or action.
Indicator of Success: Achieve success of advocacy in promoting favorable, and preventing unfavorable, <u>general business policies</u>.
Initiatives
1. Monitor and respond to all statutory and regulatory actions related to general business policies.

Goal #2 // By the end of 2031...
Increase the offering of exceptional, relevant educational material and programming to drive safety and environmental professionalism outcomes.
Indicator of Success: Reduced accident rates.
Indicator of Success: Reduced drift incidents.
Indicator of Success: Increased offerings of educational material and programs.
Initiatives
1. Create PAASS Program
2. Write Fly Safe Messages
3. Create one new education center course each year
4. PAASS Presenter safety videos
5. Conduct Fly-Ins
6. Program scheduling for NAAA Officer speaker / PAASS Presenters / Athena Presenters
7. Create a pipeline with insurers, etc., to aggregate drift / misapplication data
8. Create 5-year plan of education center courses to launch
9. Create an aerial core manual EC course.

Indicator of Success: Increased utilization (participation/product consumers).
Initiatives
1. Quantify what string and cards don't capture
2. Establish a plan with Fritz on the needed research and education outputs
3. Plan to create Operation S.A.F.E. Analysts training
4. Plan to better ensure quality outcomes at Fly-Ins
5. Survey for the education material needs of membership
6. Apply for CEUs for EC courses – make a plan to maintain accreditation
7. Create a pipeline with insurers, etc., to aggregate draft / misapplication data

Goal #3 // By the end of 2031...
NAAA is the primary public source for industry information and positive public relations.
Indicator of Success: Increase and broaden positive aerial application coverage in the media.
Initiatives
1. Identify board members who will conduct media interviews
2. Create external marketing budget (not just communications budget)
3. Write and send intentional press releases
4. Research media outlets to build relationships with
5. Build relationships with the media outlets determined
6. Update media kit.
Indicator of Success: Increase website and social media traffic.
Initiatives
1. Determine any website / social media updates through annual audit
2. Refresh Expo webpages.

Indicator of Success: Increase sharing of public relations with state/regional associations.
Initiatives
1. Create new, shorter officer comments that lean into building trust with NAAA
2. Decide what items we want state/regional associations to share and push that information to them
3. Work with state/regional associations to increase their local media presence.
Indicator of Success: Increase participation at external ag events
Initiatives
1. Determine top 2-3 national ag shows
2. Determine needs for ag shows. Booth? Collateral? Giveaways?
3. Determine volunteers for ag shows.

Goal #4 // By the end of 2031...
NAAA will continue to be financially secure.
Indicator of Success: Diversify income with rising dues and non-dues revenue.
Initiatives
1. Identify additional revenue sources
2. Continue conversations with committees on annual pricing increases
3. Maintain sponsorship revenue.
Indicator of Success: Maintain experienced, high-quality staff.
Initiatives
1. Ongoing review of duties to identify automation opportunities
2. Staff training opportunities / growth
3. Identify technologies to stay up-to-date with staff and member needs
4. Continue staff retreats.

Indicator of Success: Maintain reserves.
Initiatives
1. Continued partnership with investment firm to manage reserves.

Goal #5 // By the end of 2031...
NAAA increases membership.
Indicator of Success: Increase membership numbers (per category).
Initiatives
1. Membership video revamp
2. Voice drops for increased membership
3. Consider distribution of eNewsletter to non-members (as a member recruitment tool)
4. Survey members on why they are members. Survey non-members on what they want to become a member
5. Partner with state/regional associations to identify membership opportunities.
Indicator of Success: Increase retention rate.
Initiatives
1. Membership auto-renewal push
2. Focus groups or staff who call non-members to discuss industry concerns
3. Increase staff engagement and participation with membership.
Indicator of Success: Increase membership benefits.
Initiatives
1. Staff discussions on benefit ideas
2. Membership committee discussions about new benefits.