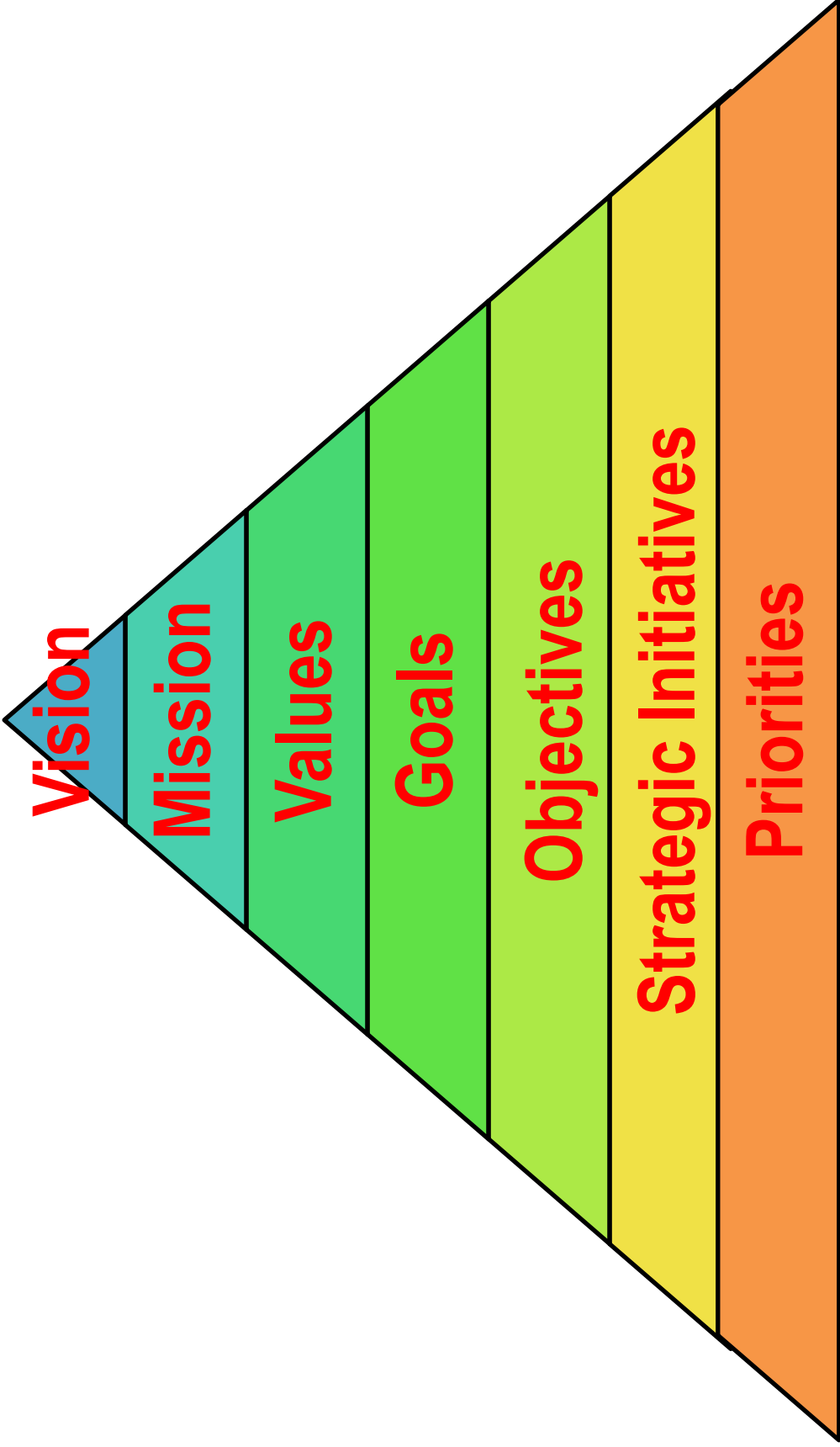


STRATEGIC PLANNING

EXHIBIT 2-A



GOALS



**“Long-range direction of organization.
Consistent with mission and vision. Typically
qualitative and capable to embrace multiple
objectives.”**

OBJECTIVES



“SMART”

(Specific, Measurable, Achievable, Realistic, Timely)