

Aldy &Co.

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October 14, 2016

Proposal for Strategic Planning Process
Madison County Board of Supervisors

Aldy & Co. will provide the following services for a strategic planning retreat for the Madison County Board of Supervisors.

Phase I

Pre-Planning Process to include

- Meeting with Tony Greer
- Review of Existing Plan
- Review of Mission, Vision and Values
- Online Survey of Select Stakeholders
- Phone Survey of Select Stakeholders

Phase II

Survey Results and Analysis

Strategic Planning Retreat (date, time & location TBD)

- Report on Survey
- Review of Previous Plan by Participants
- Determine accomplishments from previous plan
- Determine areas which should be retained
- Determine areas which should be added

Phase III

Circulate Draft of Plan

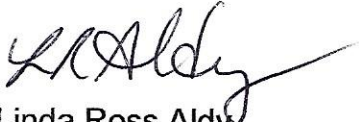
Board of Supervisors & Plan Integration

- Present Plan
- Adopt Strategic Plan officially
- Promotion of Plan
- Integrate Plan into agendas, budgets, committees, performance appraisals

Fee Schedule with less than 15 participants, meeting with Tony Greer, online and phone survey prior to session, facilitation of Planning Retreat Session, and final written draft of the plan. \$750

Fee does not include Aldy & Co. providing food, retreat site. Aldy & Co. can provide these services upon request with additional fee.

Prepared by:



Linda Ross Aldy
Owner and President
Aldy & Co.

Accepted by:

Authorized representative
Madison County
Board of Supervisors

Linda Ross Aldy, CAE

Linda Ross Aldy, CEO of Aldy & Co., began overseeing the operations of the Mississippi Optometric Association as its Executive Director in 2005 and is only the third executive director in its history. She also works with the Mississippi Association of Partners in Education and is on the faculty of the State of Mississippi's Personnel Board Training Division. She is a graduate of and advisor to the MEC's Leadership Mississippi program, the nation's second oldest state leadership program. She serves on the advisory board for the Hayes Center for Practice Excellence at Southern College of Optometry in Memphis and on the executive board of the International Association of Optometric Executives as its President. She has earned the Certified Association Executive designation through the American Society of Association Executives, a designation earned by roughly five percent of executives in the United States. She is a former member of the Board of Directors for the Mississippi Society of Association Executives and continues to be actively involved in the organization. She has also served as a member of the Board of Directors for the Mississippi Nurses' Foundation and is a Past-President of the National Alumni Association of Miss. University for Women, commonly known as The W.. She and her family own and operate three Cups coffee shop franchises in the Jackson, MS metro area.

An author, former newspaper reporter and editor and television host as well as a former award-winning manager of a Fortune 500 company, she has been named as one of Mississippi's "50 Leading Businesswomen". She is a cum laude graduate of Mississippi University for Women, the Stennis Center Executive Management Institute, and has completed coursework through the University of Pennsylvania, Wharton School of Business, Executive Development Program. She is a former state agency director, having served as Executive Director of one of the largest state agencies at that time, and has worked for three Mississippi Governors.