

2013 SWOT EXERCISE AT ANNUAL MEETING – JULY 5, 2013

STRENGTHS

Canal Record

WEAKNESSES

Regional Events

Discounts for Memberships

Add Missing Names or Email Addresses to Record

Youth in Membership

Feedback/Surveys

Look Beyond Reunion

Gift Memberships

Motto Not Keeping Up With Time

Appeal to Broader Audience

Military

OPPORTUNITIES

Panamanian Government

Corporate Sponsorships

Youth Membership

Associate Memberships – Marketing To

Meetings In Panama

Survey Monkey – Reach Members

Lifetime Membership

Student Membership

THREATS

Resistance to Change – Board and Membership

8/1/2013