



Strategic Plan Proposal

1-10-2025

Introduction

The Strategic Planning Committee of the Detroit Club of Printing House Craftsmen was convened in April of 2024 to shape the future direction and value proposition of the club, which boasts a current membership of over 80 individuals from various companies, schools, and organizations. The committee was composed of a diverse group of members who reflect and respect the club's history and possess a strategic vision for its future.

The committee was chaired by Dave Hamilton and includes members Jason Martin, Kip Jarrett, Mark Culley, Emily Simon, Ken Guld, and Kim Pelc. The committee held a series of meetings, beginning on April 2, 2024, and continuing through October of 2024. During that time span, a sub-committee was also formed that focused on club administration (Constitution & Bylaws).

The Strategic Planning Committee held its last meeting in October and collaborated to finalize this Strategic Plan Proposal.

Key Discussion Points

We established two primary goals at the onset of our time that included:

Define the Craftsmen Club Value Proposition

Develop and propose to the Board of Directors, and then general membership, a comprehensive Strategic Plan Proposal for the future of our club.

This Strategic Planning Committee Summary Report is the result of that work and is respectfully submitted to the Executive Board of Directors. It is the intention of the Strategic Committee that the Board of Directors will discuss, modify and subsequently vote to present all or some of these suggested changes to the general membership for approval and implementation.

1. Diversity and Relevance

The committee explored the possibility of changing the club's name to better reflect its evolving membership and to enhance its appeal to a broader audience. The consensus was to implement a soft change over two years thus allowing for a gradual transition.

The Strategic Planning Committee recommends the name **Detroit Graphic Professionals**. It is our suggestion that we co-brand this with our current name to ensure continuity and brand recognition. It is also not our intention to completely sever the ties with the Craftsmen Club moniker entirely. There is simply too much positive history attached to the brand. A drafted logo is included at the end of this document. Appendix C

2. Membership Survey

In July 2024, the committee deployed a comprehensive survey of the general membership. This survey was designed to gather valuable insights and feedback from our members, ensuring that the recommendations in this proposal are both validated and guided by the collective voice of our community. The survey's findings have been instrumental in shaping our strategic direction and priorities.

For those interested in a deeper dive, the complete in-depth results of the survey are available upon request. These detailed results provide a wealth of information and context that substantiate our recommendations. Questions included were:

Years in the Club	Industry Sector:
Years in the Industry	What are your suggestions for meeting topics?
Age	How can we retain current club members?
Ethnicity	How can we recruit new club members?
Gender	How would you describe your frequency of participation in DCPHC events?
Company	If you no longer attend or do not attend every year, please indicate the reason for not attending.
Title	What are/were your favorite things about the DCPHC event(s)?
Company Size	What would you like to see improved with the DCPHC event(s)?

A graphic summary of the results is included at the end of this document as Appendix A.

3. Primary Club Goals

The committee highlighted the necessity of establishing a clear value proposition and mission statement. Due to that discussion, it prompted the question, “What are the club’s goals?” After extensive discourse it raised questions such as, “Why does this club still exist?” and “How does this club benefit its members?”—even tackling tough questions like, “Has the club outlived its usefulness?”—we decided to clearly define the club’s future goals.

The primary goals identified were:

- **Social & Networking:** To create a vibrant community where members can connect and build professional relationships.
- **Knowledge Sharing:** To facilitate the exchange of knowledge and expertise within the graphic arts industry.
- **Education & Scholarships:** To support the educational and professional development of members through scholarships and educational programs.

4. Club Administration

A sub-committee was formed and reviewed the club’s Constitution and Bylaws to ensure they accommodate the proposed strategic changes.

The main changes to the Constitution and Bylaws revolve around the name change proposal, restructuring the Board of Directors and the general membership meeting frequency. The proposed changes are included as Appendix B.

5. Membership and Recruitment

To attract new members, the committee proposes a new guest policy, allowing current members to bring potential new members to meetings at no charge. This initiative aims to introduce prospective members to the club and encourage them to join.

That policy is listed here:

In an effort to introduce the club to prospective members in our industry, we are beginning a guest membership program. Any club member that is currently in good standing, is allowed to bring one guest of their choosing to any “open” club event for no charge. Guests must be prospective members of the club as this program is not intended for member spouses or friends. Not all scheduled events are able to support additional guests, therefore the club will have the discretion to determine if an event is “open” or “closed” to our guest

membership program. Examples of “closed” events include ticketed events such as Detroit Tigers games or special limited attendance venues requiring pre-planned specific attendance commitments.

To bring a guest, the member will be required to contact any board member a minimum of one week in advance of the meeting. This board member will communicate with the respective member(s) to allow their guest to attend at no charge.

Any one person can only be a “guest” one time. The same person cannot be a guest of one member for one month, and another member a different month. Our goal is to allow for a club experience to create new membership opportunities. We hope club members will take advantage of this opportunity to showcase the club and help us grow our membership!

6. Membership Cost

The committee evaluated the different membership tiers and cost models. The suggested cost structure is listed here:

- **Educational Member - \$30**
- **Individual Member - \$160**
- **Bronze - \$315 (2 members - Advertisement on webpage)**
- **Silver - \$450 (3 members - Advertisement on webpage)**
- **Gold - \$585 (4 members - Advertisement on webpage)**

7. Meeting Frequency

The committee also discussed the effectiveness of current meetings in fostering discussion and participation, and the potential benefits of researching best practices from other successful industry groups.

The committee recommended establishing a regular meeting schedule with flexibility for special meetings. That new proposed schedule includes 6 major events a calendar year:

- **September: Tiger Game typically**
- **October/November: Regular meetings**
- **January/February: Regular meetings**
- **March/April: Regular meetings**
- **May: Premier Event like current Sindbad’s event with a keynote speaker**
- **June: Social event / Scholarship Fundraiser (Golf Outing)**

Special meetings could always be added as needed for particularly topical or important issues.

8. Mission Statement and Value Proposition

The committee drafted the following mission statement and value proposition for the club. We've also created two different marketing "leave behind cards" to act as a stand-alone elevator pitch about the club and what we offer from a membership point of view as well as our specific scholarship efforts. Cards can be viewed upon request.

Mission Statement:

The Detroit Graphic Professionals are dedicated to fostering a vibrant community of graphic arts enthusiasts and professionals. Our mission is to promote social and networking opportunities, share knowledge, and support educational efforts and scholarships within the graphic arts industry. We strive to support our members through engaging events, educational programs, and collaborative initiatives that enhance professional growth and industry innovation. By embracing diversity and inclusivity, we aim to create a dynamic and supportive environment where all members can thrive and contribute to the advancement of the Metro Detroit graphic arts community.

Value Proposition: As a member of the Detroit Graphic Professionals, you can expect to be part of a dynamic and supportive community that offers:

- **Networking Opportunities:** Connect with a diverse group of professionals and enthusiasts in the graphic arts industry through regular social events and networking meetings.
- **Educational Programs:** Access a variety of educational resources and seminars designed to enhance your skills and knowledge in the graphic arts field.
- **Scholarships and Grants:** Provide financial opportunities for the next generation to support their education and career development in the graphic arts industry.
- **Share Knowledge:** Engage in meaningful discussions and knowledge exchange with industry experts and peers, fostering a collaborative environment for innovation and growth.
- **Inclusive Environment:** A welcoming and inclusive atmosphere that values diversity and encourages participation from all members, regardless of background or experience level.
- **Professional Growth:** Support for your career advancement through mentorship programs, industry insights, and access to the latest trends and best practices in the graphic arts.

Conclusion

I would like to extend my gratitude to you, a fellow Club Member, for taking the time to engage with this information. Your interest and support are invaluable.

I also wish to pay tribute to the countless individuals who have come before us over the past century. Their dedication, pioneering spirit, and pursuit of excellence to our Club have laid the foundation upon which we stand today. The Detroit Club of Printing House Craftsmen has been shaped by their vision, hard work, and commitment to the craft. We honor their legacy and the profound impact they have had on our industry.

To the Strategic Committee Members, your efforts and energy have been instrumental in driving this new thinking for our club forward. Your thoughtfulness, thoroughness, and expertise are deeply appreciated. It is my goal that because of your collective dedication the Club continues to thrive and evolve over the next 100 years!

While change can indeed be challenging, it is also a vital part of our journey. Embracing change ensures that our organization remains relevant and resilient, ready to meet the demands of the future. We are committed to honoring the legacy of those who came before us by continuing to innovate and lead in our field.

Together, we look forward to a future filled with promise and potential, guided by the values and principles that have defined us for over a century. Thank you to the entire membership for being a part of this journey.

Respectfully,

Dave Hamilton

Detroit Club of Printing House Craftsmen – Strategic Committee Chairperson

Jason Martin, Kip Jarrett, Mark Culley, Emily Simon, Ken Guld, and Kim Pelc

Detroit Club of Printing House Craftsmen – Strategic Committee

APPENDIX A

Detroit Graphic Professionals Survey Results
Formerly known as the Detroit Club of Printing House Craftsmen



Detroit Graphic Professionals Survey Results
September 2024

Your Name	Years in the Club	Years in the Industry	Age	Gender
1	1	36	55	Male
2	10	38	53	Male
3		35	56	Male
4	51	59	76	Male
5	2	14	34	Female
6	33	44	65	Male
7	1	30	58	Male
8	15	29	57	Male
9	42	61	79	Male
10	25	41	62	Male
11	2	35	54	Male
12	10	32	58	Female
13	2	15	41	Male
14	29	20	51	Male
15	10	44	62	Male
16	29	36	65	Male
17	20	35	63	Male
18	30	40	64	Male
19	20	60	73	Male
20	34	40	75	Male

QUESTION 1:

The PEOPLE
Networking
The Network
Supplier
Catching up with
former colleagues
Everyone
Comraderies &
seeing people
in our industry
Peer learning
An evening with friends

- 20 total responses
- 2 female, 18 male
- 19 years in club average
- 37.2 years in industry average
- 60 years average age
- All respondents of Caucasian decent except 1 of Hispanic decent



WHAT ARE WE ABOUT?

Sharing Knowledge Philanthropy Socializing

2 KEY QUESTIONS:

1. What are/were your favorite things about the DCPHC event(s)?
2. What would you like to see improved with the DCPHC event(s)?

QUESTION 2:

- ⊕ Add diversity and youth to the club
- ⊕ Technology of any kind, think Ted Talks
- ⊕ More social events such as breweries, wineries and sporting events
- ⊕ Fresher perspective with an appreciation of the past
- ⊕ If there isn't a good enough topic/reason to have a meeting, don't have it at all
- ⊕ I like the events we have – I would just like less of them
- ⊕ Keep events relevant to the group and provide added value for members
- ⊕ Keep meeting based on current hot topics or trends

APPENDIX B

The Detroit Graphic Professionals

aka The Detroit Club of Printing House Craftsmen



CONSTITUTION

ARTICLE I – Name

This organization shall be known as The Detroit Graphic Professionals.

ARTICLE II – Object

MISSION STATEMENT: The Detroit Graphic Professionals are dedicated to fostering a vibrant community of graphic arts enthusiasts and professionals. Our mission is to promote social and networking opportunities, share knowledge and support educational efforts and scholarships within the graphic arts industry.

We strive to support our members through engaging events, educational programs and collaborative initiatives that enhance professional growth and industry innovation. By embracing diversity and inclusivity, we aim to create a dynamic and supportive environment where all members can thrive and contribute to the advancement of the Metro Detroit graphic arts community.

ARTICLE III – Membership

Candidates for membership shall be persons who will dedicate themselves to the Club's motto, "Share Your Knowledge".

Life Membership may be conferred on those members having 25 years or more membership in the Club. They shall be awarded a Life Member Pin and be eligible to have all dues and assessments for membership and the charge for all regular dinners paid by the Club. Application shall be made to the Board of Directors needing two-thirds of those present and voting to approve.

ARTICLE IV – Officers

The officers of the Club shall be President, Vice President, Recording Secretary, Treasurer, Immediate Past President and 1-5 Executive Board members.

ARTICLE V

The Club shall be incorporated under the laws of the State of Michigan as a non-profit organization.

BY-LAWS

ARTICLE I – Members

SECTION 1: Each candidate for membership must be recommended by two members in good standing and be required to complete an application form, giving their full name, business address, mailing address, e-mail address, name of establishment with which they are connected, their position and all pertinent information thereon. The membership chairperson must notify each new member of their acceptance into the Club and have each new member inducted in a timely manner of their acceptance into the Club. The membership

chairperson shall see that the membership certificate, lapel pin and name badge is available for the new member. The Treasurer shall report all new members to the Craftopics chair/editor with the proper mailing information. The Treasurer will issue an invoice for membership dues as soon as the new member's application has been approved by the Executive Board.

SECTION 2: Application for Membership shall be referred by the Membership Chair to the Executive Board at stated meetings of the Board for acceptance or rejection and then shall be turned over to the Treasurer for processing.

SECTION 3: In case of the rejection of a candidate a second ballot may be taken at any time before the adjournment of the Executive Board meeting, or upon the demand of any member of the Executive Board. Three-fourths majority of the Executive Board are needed to admit the candidate into the Club. Should the candidate again be rejected they shall not be balloted for membership again for six months.

SECTION 4: Annual membership dues shall be determined by the Executive board yearly. Corporate membership packages shall be available for organizations in the following tiers: Corporate Bronze (2 members), Corporate Silver (3 members) or Corporate Gold (4 members). The members may be named or a floater. The annual corporate membership dues package pricing shall be determined by the Executive Board.

SECTION 5: Members of this Club may be terminated as follows:

- (a) By voluntary resignation.
- (b) For being 3 months arrears in dues, or other indebtedness to the Club, provided that such member has been notified in writing by the Treasurer.
- (c) For conduct unbecoming a Graphic Professional or injurious to the Club. Such charges shall be submitted in writing addressed to the Executive Board, in which case the Executive Board shall serve a copy of the charges upon the accused member and notify them of the time and place of the inquiry. If the Executive Board shall be satisfied of the truth of the charge and that the same demands such action, it may, after giving them an opportunity to be heard, request the accused member to resign, or it may suspend or expel them, subject to approval of the majority of the members present at a regular meeting of the Club.

SECTION 6: Any person having resigned, in good standing, and wishing to again become a member of the Club, must be proposed and balloted for membership as a new candidate.

CONSTITUTION & BY-LAWS

SECTION 7: Any member who has been suspended for non-payment of dues may be reinstated upon written application.

SECTION 8: Every member shall immediately notify the Treasurer of any change in their mailing address or business affiliation. The Treasurer shall notify the membership chairperson and the Craftopics chairperson/editor.

ARTICLE II – Election of Officers

SECTION 1: "Nominations"

(a) The Past Presidents for the Detroit Graphic Professionals will hereinafter be the official nominating committee and will meet during the month of March each year to consider nominations for elective offices to the Club. These considerations are to include eligibility of candidates for such offices.

(b) The Immediate Past President will be the Chairperson of the nominating committee and will announce the March committee meeting date, time and place at the membership meeting prior to the selected March meeting date.

(c) All nominations for elective offices shall be submitted to the Immediate Past President, ten (10) days prior to the meeting of the Nominating Committee in March each year. Any Officer or Executive Board member with a minimum of one year experience on the board (prior to the term of President beginning), may be selected as incoming President.

(d) All nominations for elected Officers and Board of Directors shall be members in good standing verified by the Treasurer.

SECTION 2: Election shall be held at the general membership meeting immediately preceding the Annual Meeting, and installation of Officers must be made at the Annual Meeting in May each year. New officers will begin their term of office at the beginning of the fiscal year, which shall be July 1. New officers and directors shall be expected to attend the fiscal board meeting in June, but they shall have no vote.

SECTION 3: The terms of each Officer and Executive Board member shall be for one year, or until their successor shall have been elected and qualifies. In the event of a vacancy of the Executive Board, the President, with the approval of the voting members of the Executive Board, shall fill the vacancy for the period of the unexpired term.

SECTION 4: In the event of a vacancy in the office of President, the Vice President shall succeed to that office, and a new Vice President shall be appointed by the President with the approval of the voting members of the Executive Board to fill the unexpired term.

SECTION 5: When balloting, two members in good standing shall pass out ballots and have charge of counting the same. No members of the Executive Board shall serve as an Inspector of Election.

ARTICLE III – Duties of Officers

SECTION 1: The President shall preside at all meetings and enforce all laws and regulations of the Club, the President shall appoint all committees unless otherwise ordered and fill vacancies in any of the committees, and as chief executive shall supervise the work and activities of the Club and make a general report of such at the Annual Meeting.

SECTION 2: The Vice President shall perform the duties of the President in case of the absence or resignation of that Office and shall also discharge the duties of the Chair when called upon to do so by the President, and shall act as Chairperson of the Executive Board, and Chairperson of all educational and social meetings of the Club.

SECTION 3: The Recording Secretary shall keep a full and complete record of the proceedings of all meetings of the Executive Board and a record of all other matters concerning which a record shall be deemed advisable by the Executive Board and shall submit such records at the next Executive Board meeting or electronically. The Recording Secretary shall conduct all official correspondence of the Club. The Recording Secretary shall be relieved of all Club dues and assessments.

SECTION 4: The Treasurer shall keep the financial accounts of the Club. The Treasurer shall submit statements, collect all dues, and send out notices of arrearages and all matters pertaining to finances of the Club.

The Treasurer can only write checks or make payments for items in the approved general budget, the approved budget of a committee, or items approved by the Executive Board. The Treasurer shall, at each regular meeting of the Executive Board, make a written financial report. The financial records of the Club shall be made available to any member upon written request to the President of the Club. The Treasurer's records shall be subject to audit by the Executive Board at any time; furthermore, a complete audit shall be made at the end of the fiscal year, by a member appointed by the President. The completed audit will be presented to the Executive Board at the meeting preceding the second regular meeting of the year. The Treasurer shall also act as Treasurer of all Committees.

The Treasurer shall be bonded in such sum as deemed necessary by the Executive Board. The Treasurer shall be relieved of all dues and assessments.

SECTION 5: The Immediate Past President oversees and provides guidance to the Board of Directors. Organizes (location/date) and sets agenda for the Past President's meeting to approve the slate of officers for the following year. They also lead the Dick Burr Memorial Graphic Professional of the Year committee as outlined in Section 9 below.

SECTION 6: The Executive Board shall conduct the business of the Club between meetings when necessary and exercise a careful supervision of all records of the Club. Any member of the Executive Board who shall absent themselves from three consecutive regular meetings of the board, without permission from the President, shall be considered as having resigned as a member of such board, and ceases to be a member thereof.

SECTION 7: Committees are to be appointed by the President for various purposes, and their duties and powers defined as the need may arise, and shall be discharged by the President when their tasks have been completed. Examples of committees would be Membership committee, Education committee, Golf outing committee and Constitution / Bylaws Committee.

SECTION 8: In case of death of a member or in their immediate family or sickness of the member or spouse of any member of the Executive Board, the Club will send flowers or other appropriate gift as an expression of sympathy of the Club.

SECTION 9: Dick Burr Memorial Graphic Professional of the Year Award committee will be all the Past Presidents with the Immediate Past President acting as Chairperson. The committee will meet each year, no later than two months before the presentation of the award, to select the Dick Burr Memorial Graphic Professional of the Year.

SECTION 10: A proposed budget will be submitted to the Board of Directors no later than the last week of August and approved no later than the September Board meeting. The committee shall consist of a chairperson or presidential designee, the current president, treasurer and no less than two other members in good standing chosen by the chairperson. It will be the treasurer's responsibility to prepare a comparison of the last year's proposed budget and the actual income and expenditures. This must be a line-item comparison, and the results will be presented at the September Executive Board meeting.

ARTICLE IV – Meetings

SECTION 1: The Installation of Officers Meeting shall be held in the month of May each year at a time and place selected by the Executive Board.

SECTION 2: Fifteen members shall constitute a quorum at a regular meeting of the Club.

SECTION 3: Special meetings shall be called by the President on application of a majority of the Executive Board or ten (10) members of the Club who are in good standing. Notice to be sent to all members of the Club at least forty-eight (48) hours in advance of such special meetings stating the business to be transacted. No other business to be transacted except on a call for another meeting.

SECTION 4: The Executive Board shall meet monthly, on a day determined by said board at the first meeting each year. Special meetings may be called at the discretion of the Executive Chairperson when business conditions so warrant. Fifty percent of the Executive Board shall constitute a quorum.

SECTION 5: Robert's Rules of Order shall be the parliamentary authority for all matters of procedure not specifically covered by the Constitution and By-Laws of the Club.

ARTICLE V – Order of Business

Unless otherwise decreed the order of business at all Executive Board Meetings shall be:

Roll Call
Reading and approval of Minutes
President's Report
Treasurer's Report
Report of Standing Committees
Report of Special Committees
Old Business
New Business
Approval of Bills to be Paid
Good and Welfare
Announcements

ARTICLE VI – Amendments

These By-Laws may be amended by a vote of two-thirds of the membership present at any meeting provided such proposed amendment has been submitted to the Executive Board in writing, who shall report its approval or disapproval at the next meeting. Each amendment shall lay on the table one month and final action to come on the following meeting.

ARTICLE VII – Dissolution

Discharge of Assets: Upon final dissolution or liquidation of the Club, and after discharge or satisfaction of all outstanding obligations and liabilities, the remaining assets of the Club shall be conveyed, transferred or assigned to a charitable organization selected by the Executive Board of Directors, which is exempt from Federal Income taxation under Section 501(c) 3 of the Internal Revenue Code of 1987 or subsequent amendments of the Internal Revenue Code.

Adopted: _____ 2025

APPENDIX C

