



## One Voice Business Plan

Adopted on January 18, 2016 by the ORBA Board of Directors

## **Mission Statement**

One Voice is a non-profit national association committed to promoting the rights of motorized enthusiasts; improve advocacy in keeping public and private lands open for responsible recreation through strong leadership, advocacy, and collaboration.

Vision: Providing a unified voice for motorized recreation through a national organization that represents the diverse off-highway vehicle (OHV) community.

Values:

- Leads through mutual respect
- Listens to the needs of the OHV community
- Responsible for making decisions and executing plans
- Develops and maintains important relationships with members, partners, lawmakers and regulators.

## **Executive Summary**

One Voice was created for the purpose of bringing a diverse motorized community together to improve advocacy in keeping public and private lands open for responsible recreation. One Voice relies heavily on the financial support of the OHV business community (companies and trade associations).

The need for a national organization representing the wide-spectrum of the motorized community has been recognized by OHV community leaders from across the country. Establishing an organization that allows motorized recreational interests to proactively collaborate through a unified voice will be an effective way to keep lands open to recreation.

One Voice will have a significant impact in Washington DC where direct connections with lawmakers and regulators will be developed and maintained. These relationships are critical in executing plans and ensuring that the members of One Voice are informed and engaged in the political process. One Voice will be instrumental in helping connect the various national, regional and local organizations so that effective for addressing land-use issues can be reached without unnecessary complications.

High levels of collaboration, professionalism and representation from the OHV community will create a powerful movement that will be recognized at the International Level through peer education and assisting like-minded organizations in achieving common goals. This will be achieved through effective leadership.

## **Association Description**

One Voice is a separate entity that will operate under the umbrella of the Off-Road Business Association (ORBA), a non-profit organization recognized by the IRS as a 501 c6.

One Voice represents the many facets of the OHV community, from the manufacturers, dealers and retailers to the grassroots organizations and trade associations. There is a wide range of entities currently representing the OHV motorized community advocating for responsible use, promoting specific causes, providing resources and training tools, and lobbying for access. One Voice has a specific focus to ensure OHV recreation is sustainable. While many groups have similar goals, the lack of a single voice for the broad range of the OHV community often impedes effectiveness and the benefits achieved when there is a unified approach. One Voice represents the commonality of protecting motorized recreational access through a nationwide effort. It is imperative that this level of advocacy is professionally represented and recognized under an umbrella organization that is commensurate with the size and vigor of the OHV community.

One Voice will work interdependently with representatives from federal, state, and local government agencies and maintain active partnerships with OHV entities through effective communication and resource sharing. Developing relationships with external entities that are not related to the OHV Community will be established for the purpose of outreach, support and to enhance branding.

The driving force behind enhancing One Voice's effectiveness is facilitating communication throughout the OHV community and rallying support through its membership to effect change. This level of collaboration will take a proactive approach in addressing potential challenges and legal consequences that threaten the future of motorized recreation. Awareness and structured planning will reduce the frequency and intensity of the need for crisis management. Consequently, resources will be allocated in achieving objectives and fostering relationships and connections.

Longstanding, highly credible and accountable OHV entities representing local, regional, statewide and national organizations have been working tirelessly in protecting access and the right to recreate in educating users, promoting recreation, and fostering relationships with members and partners. These efforts remain a critical component for the success in jurisdictional programs and initiatives and will not be replicated by One Voice. The creation of One Voice will expand and unite these efforts by establishing a centralized consortium located in Washington DC where decisions can be influenced with a strong lobbying presence and the ability to advocate the significant economic and cultural impact of the OHV community.

One Voice will augment best management practices by developing its own science and identify areas that have significant gaps in existing research. One Voice will work with agency representatives and partners to protect resources rather than taking symbolic steps at the expense of the recreational community. This will be accomplished by educating users, agency

personnel, and government representatives on the long standing history of partnerships and the benefits of the direct funding from OHV Community for all users of public lands.

### **Organizational Structure**

One Voice will be managed by the Off-Road Business Association's (ORBA) Board of Directors and governed under the ORBA By-Laws. One Voice will operate under its own specific set of policies and operational procedures that are separate from ORBA.

The ORBA President/CEO and designated staff members will work with a group of professionals specializing in public relations and marketing, government relations, education and outreach, legal, information technology, and scientists on a contractual basis in carrying out the mission and the objectives of the Association. These contractual agreements will evolve over time pending specific projects and organizational needs and objectives.

In addition to working with a professional staff, One Voice will position itself to have ready access to experts in various fields of discipline including: biology (zoology and botany), air quality, water quality, soil erosion, human health and safety. Conducting business and achieving objectives will require state-of-the-art communications and data gathering/data management system. This will enable One Voice to expedite response times and address issues instantaneously.

The Board of Directors shall establish an Advisory Committee that represents the grass roots organizations which include member based user groups and partnering organizations. Members of the committee will be appointed by the Board of Directors and will represent their regional jurisdictions.

### **Advisory Committee**

The objective of the Advisory Committee is to review issues, concerns, and areas of focus that pertain to the protection, conservation, advocacy, education, legislation and the promotion of OHV recreation on public and private lands. The Advisory Committee will represent the grass roots organizations, participants and enthusiasts through their sanctioned association relative to organized OHV recreation across the United States. The Advisory Committee's primary focus is to ensure that communication is effectively flowing to and from the regional areas through the committee and onto the One Voice Board and Professional Staff. Providing this channel of communication will strengthen the organization creating an infrastructure that will unify the OHV Community and the mission of One Voice. Communication will also move laterally across the regions through this platform where regional areas have the ability to share resources and information. There will be seven members on the Advisory Committee that will be selected through their respective regions and responsible for representing each of the regions across the country. Each region has unique resources and relevant 'on the ground' information that is critical in developing the key components that will ultimately define the course of action used to create successful results.

The committee will serve as a clearinghouse for addressing the issues, concerns and potential projects that a particular region or entity has identified and brought forth for the committee's input and review. The intent for the committee to collectively review the subject and determine how the One Voice community will prioritize and proceed on the matter; this may result in seeking support and guidance from outside the committee. The committee may not always have the ability to provide a solution, rather provide the guidance and support in developing the steps necessary that addresses the need and means to a definitive result. Members of the committee may identify the resources needed to accomplish the objective and define whether the subject matter will be addressed at the local, regional, state or national level. Once this determination is made and there is consensus from the committee, the recommendation will be forwarded to the One Voice Board of Directors for final decision on whether the One Voice organization will tackle that particular issue/project.

### Structure

The members of the committee will be selected by their peers through their designated regions. There will be one member representing each region. Since each member will be representing their respective organization; only one organization may be represented on the committee. The regional jurisdictions are to provide prospective candidates that have excellent communication skills and are committed to the One Voice Mission. The Advisory Committee will have a chairperson that is selected by the committee members and will have the same voting rights as the other members of the committee. The chairperson will appoint a member to record meeting notes and/or minutes and call meetings to order. The chair will establish the meeting protocol and the committee meeting schedule. There will be one non-voting member on the committee that will be responsible for reporting to the board of directors for continuity; it is suggested that this Advisor to the committee is a designated staff member of ORBA.

### Regional Designation

- West: Arizona, California, Colorado, Hawaii, Nevada, New Mexico, Utah
- Northwest: Oregon, Washington, Montana, Idaho, Wyoming, Alaska
- Mid-West: North Dakota, South Dakota, Minnesota, Wisconsin, Michigan
- Central: Arkansas, Kansas, Illinois, Iowa, Louisiana, Missouri, Nebraska, Oklahoma, Texas
- Northeast: Maine, New Hampshire, Vermont, New York, Massachusetts, Connecticut, Rhode Island

- East: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Ohio, West Virginia, Virginia, Indiana,
- Southern: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

### Members

Members of the Advisory Committee must be in good standing with their respective organization and participate in meetings and forums pertaining to OHV recreation interests in their local, state, regional or at the national level. The organizations that members are representing must be active, incorporated and governed under current bylaws adopted by the membership and/or Board of Directors. Committee members shall be entitled to one vote and one non-voting alternate member representing each region for a total of 7 voting members and 7 alternate members. In the absence of the voting member, the alternate shall vote. In order to protect the integrity of their member vote, voting members and alternates must:

- Be elected or appointed by the organization that they represent,
- Have authority to speak and vote for their respective region,
- Participate in the majority of committee meetings and/or calls, and
- Agree to sign a confidentiality and conflict of interest statement

All business conducted by the Advisory Committee shall be documented through recorded minutes or meeting notes and shared with the One Voice Board of Directors. The Advisory Committee will report to the Board of Directors and make recommendations on projects and issues that the One Voice community will address and tackle on a regularly outlined basis.

### Business

It is at the discretion of the Advisory Committee and the Board of Directors the frequency and basis of the need for meetings. Generally, the committee will meet when there is substantive information that will be considered for review. At least four quarterly business meetings shall take place on an annual basis to maintain fluidity and the continuation of proactively engaging members on all levels of discussion. More frequent meetings or emergency meetings may be called by the chair or at the request of a committee member to discuss subject matter.

- All points of discussion shall be directed through the regional chapter representative; whether it's through the advisory committee member or a designated representative selected by the chapter.
- The Advisory Committee will make recommendations to the One Voice Board based on information provided by the Region.
- Points of consideration will include:

- Accessibility to financial & professional resources (lobbyist, scientist, professional consultants)
  - Feasibility of accomplishing goal
  - Time commitment and constraints
  - Affected area of subject matter/project (local, state, regional or national level)
- ORBA Board will make final decision

## **Regional Structure**

Each region shall operate within the confines of the One Voice mission while carrying out their business in an approved form of their tailored standard operating procedures and/or policies. The region will develop a set of SOP's while following the national guidelines as developed by the One Voice organization. The primary objective for the regions is to effectively establish a communication structure where information is exchanged and members are engaged and ready to execute a plan. ORBA will dedicate a section of its website for the purpose of developing and maintaining open lines of communication specifically for the regions to conduct their business, outreach and participation for their collective assembly. The website will serve as a repository of information for scheduled meetings, regional contact information, current projects and initiatives, relevant documents and resources that contribute to the operation and functionality of the Advisory Committee. The goal is to have the information in one location where it is clear, factual and accurate. This will also provide a level of consistency during times of transition. Educating members and ensuring the next generation of participants have the background and knowledge of the current and future business practices will provide a successful, dynamic, and a solid business model that will result in positive results.

Active participation and awareness within the regions will support the internal structure and ultimately strengthen their ability to work together on issues outside the purview of One Voice. This will have an everlasting and positive impact on the OHV community at every level.

The key component for all regions is to manage their organizational structure and address the needs of their members. This includes having the ability to outline and accomplish goals within a specific timeframe. The regional structure also provides an opportunity for grass roots organizations to participate and offer input at the national level. Each region shall identify the leader(s) and participants in each region and maintain updated contact information if there are any changes in status.

## **Communication**

Communication is a critical element for the success of One Voice. It is interdependent on participation and the willingness to work within the regional structure in accomplishing short and long term objectives. Sharing best practices in communication within the One Voice Community is an absolute priority. These best practices include:

- Messaging that consistently shared throughout One Voice and to the general public.
- Focusing on common goals and working in the common ground.
- Identifying participants and representatives that are willing to work together.
- Running effective and efficient meetings/workshops.
- Establishing & maintain relationships through networking and social media.
- Utilizing appropriate media; on-site meetings versus conference/video calling.
- Knowing your audience; understanding their interests and needs.

## **One Voice Objectives**

### **-Establish an Association**

- Recognized by the OHV Community
- Build and support Regional entities  
Form Advisory Committee

### **-Establish and develop accountability**

- State & Federal Legislators and Regulators
- Members
- User Groups
- Relationships with external entities (asymmetrical groups)

### **-Grow membership of new Association**

- Create and implement marketing campaign
- Establish sustainable community outreach & support

### **-Focus on motorized recreation policy and issues**

- Create representation in Washington DC
- Develop strategic partnerships and relationships with influential stakeholders

### **-Provide resources to members**

- Technical resources
- Develop own science techniques
- Training and educating user groups
- Facilitate communication with legislators

### **-Identify projects on wish/task list**

- Project Wish List from 2015 SEMA Show
- Provide assistance and support for ongoing projects