ILMA is the leading trade organization in the global lubricants industry providing value for our members through networking opportunities, advocacy, ethics, education and information.

**2017 Strategic Plan**

**Primary Goals**

- **Continue to provide an effective networking environment**
- **Protect & advance our members’ interests in the legislative & regulatory arenas**
- **Expand & refine ILMA’s ethics program**
- **Deliver relevant educational programs & communications initiatives that meet our members’ needs**
- **Continually update & advance ILMA’s value proposition to attract & retain members**

**Strategies**

- Create new networking opportunities (such as online communities, partnerships, etc.) - widely communicate with existing opportunities
- Implement a creative program that cultivates & engages member participation
- Involves & engage members to influence public policy
- Provides resources to support effective advocacy
- Educates our membership on ethical business policies & practices
- Strengthens the enforcement of ILMA’s ethics standards
- Collaborates with other stakeholders to communicate & enforce industry standards
- Develops educational programs & resources
- Communicates relevant and timely information via a variety of platforms
- Provides effective communication tools
- Identifies & engages the next generation of leaders
- Embraces technology & innovation
- Leverages ILMA Foundation to better support initiatives