



To PJ Powers and Elizabeth Auman of TimeLine Theatre Company:

On behalf of the Award Committee, we would like to offer our **congratulations** to you as a recipient of the Richard Goodman Strategic Planning Award this year in the Non-profit category. We thank you for your submission and the hard work that went into it. Each of the submissions this year was very good to excellent and it was an honor to learn of your process.

Competition for this award was not simply relative to other submissions, but was judged according to the absolute standard set by the late Dr. Richard Goodman of UCLA. His vision was for an award to be given every year at ASP's annual conference to those that are approaching strategic planning in a way that directly increases the organization's performance. Dr. Goodman's intention was to contribute to strengthening the importance and performance of strategic planning in firms and to foster continuing excellence in strategic planning.

The award criteria are rigorous, and set the bar extremely high for a company or organization to receive this prestigious award. We assessed each submission on the level of excellence in the strategy formulation process, use of industry and customer analysis, innovation, implementation and performance management in determining success of the plan.

Your submission exhibited an outstanding blend of attributes of these criteria. We were impressed by your use of local sources of information on the market and competition as well as the evidenced growth due to effective planning. Your inclusion of working documents as well as a case study enabled us to understand how you used classic planning tools in a unique market space. Your application demonstrated that even small organizations can engage in effective strategic planning, without becoming overly bureaucratic. You showed the Award Committee and members of ASP the way to engage in "guerilla" planning.

As a recipient of the Richard Goodman Strategic Planning Award, you are cordially invited to the Association for Strategic Planning Annual Conference in San Diego, California on February 22-24 to formally accept this award. The press will be invited to both the conference presentation and the special dinner presentation. In addition, we would like to invite you to share information about your planning process in an article featuring your organization, its key strategists, and its successes. This article will be offered for publication to various magazines and newspapers in California and nationally. The article, or a summary of it, will also be featured on ASP'S website as an example of Best Practice, with a link to the winning organization's website.

Once again, on behalf of the Richard Goodman Strategic Planning Award Committee, we thank you and congratulate you and your team for a process and submission that warrants this year's award in the category of Non-profits. We hope that you or someone from your organization can attend the annual conference in California to accept this prestigious award.

Kind regards,

Kathryn Martin  
Chair, Richard Goodman Strategic Planning Award Committee  
Association for Strategic Planning