

Introducing the 2025-28 NVMA Strategic Plan

Amanda Hilton
President, NVMA

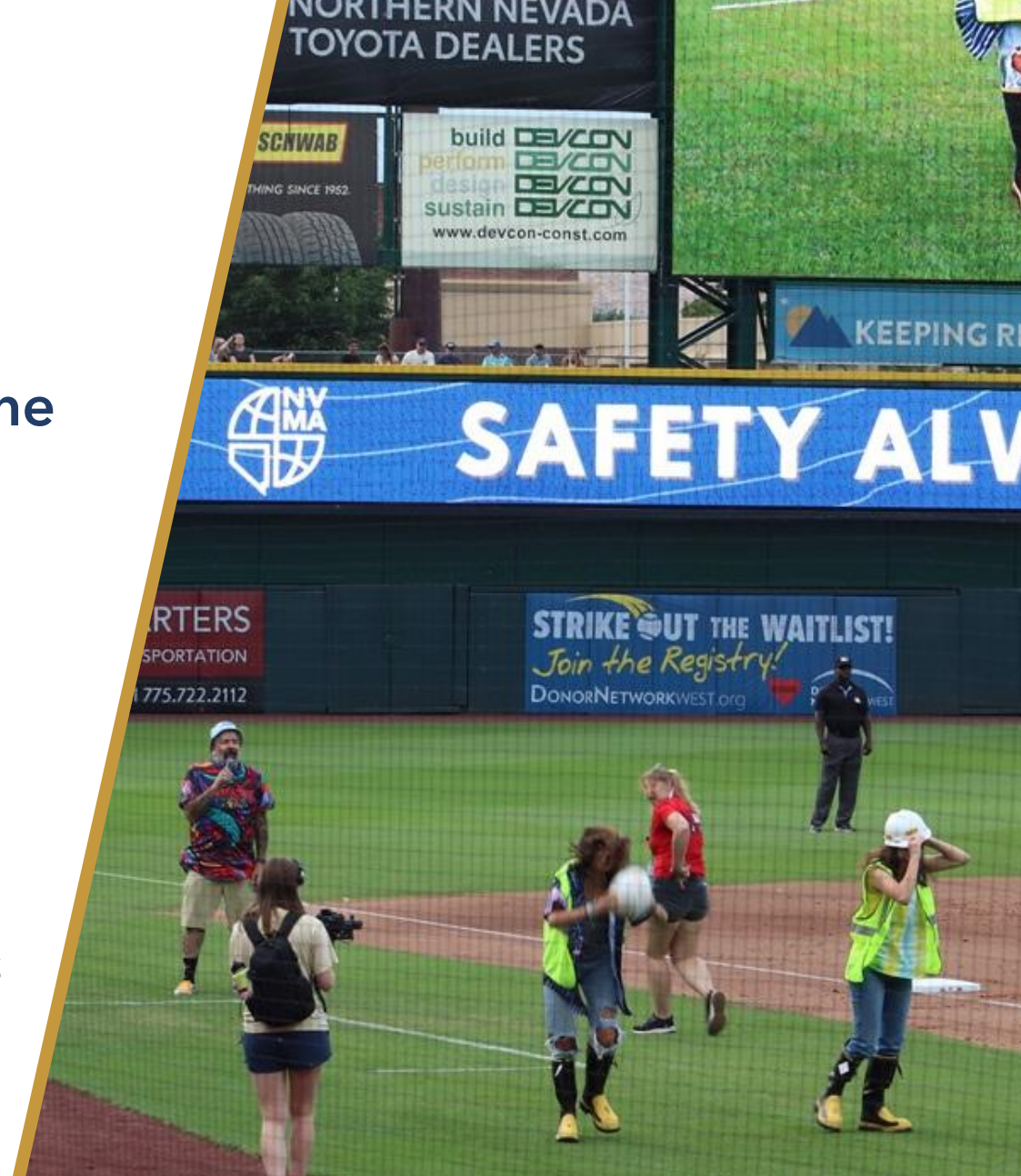


NVMA
Nevada Mining Association
EST. 1913



Upcoming Events

- March 27: Mining Day at the Legislature
- April 1: Safety Award Nomination Deadline
- April 3: Media Training Seminar
- May 2: Las Vegas Thrill Volleyball Game
- May 3: Great Community Cleanup
- May 5: NVMA Convention Sponsorship
- June 4: Elko Trap shoot & Reception
- June 9: NVMA Convention Registration
- June 20: Suppliers Golf Tournament
- July 12: Mining Night with the Reno Aces
- September 3-5: NVMA Convention



NVMA Background

- Established in 1913
- Currently representing over 425 members
- Governed by a 32 seat member board
- Seven different committees
 - Community Connections
 - Education
 - Environmental
 - Public Policy
 - Safety & Health
 - Suppliers
 - Workforce Development



NVMA Staff



**Amanda
Hilton,**
President



**Nikki Bailey-
Lundahl,**
Vice President



Drew McGregor,
Communications
Manager



Becky Hall,
Community
Engagement
Manager



**Angelique
Martinez,**
Membership
Manager



Kelcie Faucett,
Office Manager



NVMA Background

- Physical office in Reno with Six staff members
 - Amanda Hilton, President
 - Nikki Baily-Lundahl, Vice President
 - Drew McGregor, Communications Mgr
 - Becky Hall, Community Engagement Mgr
 - Angelique Martinez, Membership Mgr
 - Kelcie Fausett, Office Mgr



The Purpose

- An opportunity to think critically about the direction of the NVMA
- Establish long term vision and goals
- Create benchmarks and strategies to achieve success
- Provides a vision for decision making and resource allocation
- Offers accountability to NVMA members



The Process

- NVMA worked with OnStrategy over the course of 5 months to discuss and develop the new plan
- Focused on defining NVMA's why, vision, and values
- Identified five strategic priorities to drive progress



Our Why

The Nevada Mining Association's mission is to unite, inform, advocate, and serve as the public voice of Nevada's modern mining industry.



Our Vision

Recognized as a safe and modern industry serving all Nevadans.



Our Values

- **RESPONSIVE** to the collective needs of our members and the inquiries of the public.
- **INNOVATIVE** in developing ways to connect members with opportunities to build recognition of the mining industry's contributions to Nevada communities.
- **COMMITTED** to leading environmental stewardship and the health and safety of workers, residents, and communities.



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Our Values

- PROACTIVELY ENGAGED as the mining industry's voice in local, state, and federal discussions.
- COLLABORATIVE with others in an open, transparent, and inclusive manner to strengthen the mining industry.
- CREDIBLE as a trustworthy industry resource, and we uphold our commitments.



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Our Strategic Priorities

- Public Awareness & Education
- Legislative Advocacy
- Member Services
- Industry Career Awareness
- Association Excellence



Public Education & Awareness

Nevadans know the positive economic impact of the mining industry

- Initiatives
 - Communications Plan
 - Media Relations
 - Careers Campaign
 - Community Engagement



Public Education & Awareness

Nevadans know the positive economic impact of the mining industry

- Looking Ahead...
 - Long-term plan to ensure awareness is improved.
 - Stronger relationships with media outlets.
 - NVMA is the first point of contact for every news story about mining.
 - Focusing on key community leaders in Clark and Washoe Counties.



Legislative Advocacy

Protect member base by enabling continued mining in Nevada

- Initiatives
 - Congressional Relations
 - Maintaining strong relationships within the Nevada Legislature



Legislative Advocacy

Protect member base by enabling continued mining in Nevada

- Looking Ahead...
 - Keeping positive relations with state legislators.
 - Align members on industry stances.
 - Proactively address anti-mining policies.
 - Legislative buy-in and long-term industry support.
 - Proactively bring legislation forward.



Member Services

Rally the industry as the strongest voice for mining in Nevada

- Initiatives
 - Turnover Assessment
 - Education Engagement
 - YM Utilization (NVMA Member portal)



Member Services

Rally the industry as the strongest voice for mining in Nevada

- Looking Ahead...
 - All mining operators in Nevada actively participate in NVMA.
 - Exploration and mine development processes are streamlined.
 - Improved networking opportunities for vendor members to connect with mine operators.



Industry Career Awareness

The mining industry is seen as an interesting and desirable place to work.

- Initiatives
 - Secondary Education
 - Youth Education
 - Target Market Education
 - Education Materials



Industry Career Awareness

The mining industry is seen as an interesting and desirable place to work.

- Looking Ahead...
 - We deploy high-quality, effective marketing campaigns to inform target markets of mining careers.
 - The future workforce is aware of mining career opportunities.



Association Excellence

Attract, retain, and empower excellence in the Nevada Mining Association team.

- Initiatives
 - Standard Operating Procedures
 - Committee Goals
 - Convention Sponsorships



Association Excellence

Attract, retain, and empower excellence in the Nevada Mining Association team.

- Looking Ahead...
 - We have defined SOPs which enables staff to do their jobs more seamlessly
 - Committees are clear on their goals and drive projects to achieve them on behalf of the industry.



Introducing the 2025-28 NVMA Strategic Plan

Questions?



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