



To: NFBA Board Members
From: Chris Voehl - Rapid Systems
CC: Stephen Fulford - NFBA, Robert Sheets - GSG
Date: 9/20/2011
Re: NFBA Acceleration Plan / NFBA Go Forward Plan

Enclosed is the NFBA Acceleration Plan / NFBA Go Forward Plan which was created based on the plan to move the NFBA Project forward. The NFBA General Manager was involved in the process by which this plan was created, specifically the PowerPoint presentation version of this plan which the General Manager provided his direct input on May 19, 2011, for presentation to the NFBA Board.

Although this plan was initially approved by the NFBA General Manager, emailed May 19, 2011, and hand-delivered to the NFBA General Manager, this NFBA Acceleration Plan / NFBA Go Forward Plan never made it before the NFBA Board.

After two months of inaction, a determination was made to contact the Chairman of the NFBA Board to review the particular details of this plan, but Al Samball emailed us July 19, 2011 that the Chairman would not be returning our call.

We sincerely appreciate the opportunity to finally present this plan to the full NFBA Board for accelerating its efforts in proceeding with a go-forward plan to monetize the network, identify in-kind assets, reach out to early adopter customers, and stand up the back-end of the NFBA Network.

Overview

1. Business of the NFBA
2. Assets
3. Budget
4. Product Development
5. Sales
6. Process & Policy
7. Support
8. Turn Up
9. Billing System
10. Next Steps

