



# Long-Term Goals

Our long-term goals are those strategically important changes necessary to meet our Stakeholders' key requirements in the future. Our strategic planning time horizon is 5-years, however, we occasionally identify long-term goals beyond that time horizon. Our Strategic Planning process focuses on achieving our Operational Goals (short-term goals) and our long-term goal milestones.

<b>Goal</b>	<b>Year</b>
1. 2,000,000 Active Customers	2020
2. \$500 Million Gross Sales	2019
3. ISO Re-Certification	2017, 2020
4. Win Baldrige Award	2021
5. Win MQA	2018, 2021
6. Campus Expansion	2025