



Controlled Environment
Building Association



ACHIEVE RECOGNITION



**BUILD
FUTURE TALENT**



**PROMOTE
VALUE**



**DEVELOP
EXPERTISE**

We are the cold storage and processing facility specialists...

VISION

CEBA is where anyone looking to build, renovate, or modernize a first-rate, innovative facility comes to find the most experienced designers, contractors, and manufacturers and suppliers.

MISSION

CEBA's mission is to represent the expert builders who specialize in the design and construction of controlled environment buildings, including cold storage warehouses, food processing facilities, clean rooms, pharmaceutical facilities, and foodservice and retail distribution centers.

IMPLEMENTATION PLAN

GOALS

STRATEGIES

ACHIEVE RECOGNITION

Achieve external recognition as the authority in designing and building temperature-controlled facilities

- a. Increase customer selection of CEBA members because of their specialized focus on low-temperature construction
- b. Grow customer participation in CEBA to demonstrate the value of working with a low-temperature specialty contractor
- c. Promote the CEBA brand to customer communities representing various verticals (e.g. meat processing, bakery, foodservice distribution, retail, pharmaceutical, etc.)

BUILD FUTURE TALENT

Develop future talent for member companies

- a. Pursue credentialing or certification for professionals entering the industry which identifies them as experts in low-temperature construction
- b. Develop and deliver education and training programs aimed at new staff and junior project managers
- c. Facilitate labor recruitment and retention programs to assist members in attracting and hiring talent

DEVELOP EXPERTISE

Develop Expertise to position CEBA members as low-temperature construction experts

- a. Build a knowledge bank of resources (e.g. white papers, manuals, videos, compliance tools) to showcase CEBA as the leading authority in low-temperature construction
- b. Increase engagement with MEPs, refrigeration contractors, design engineers, and customers
- c. Grow the CEBA Conference & Expo in content, value, and participation to specifically recruit more customers to attend and speak about their projects

PROMOTE VALUE

Promote the value of CEBA as the premier association for networking, relationship development, and knowledge sharing among members

- a. Promote the new name and CEBA brand to prospect members, raising the awareness of the organization to companies involved in controlled environment building projects
- b. Increase participation and recognition of the Built By the Best Award as the flagship program of CEBA
- c. Grow the CEBA Conference & Expo as the premier event for controlled environment construction that attracts more members to the association