

	Helpful to achieving the objective	Harmful to achieving the objective
Internal Origin (attributes of the organization)	Strengths <ul style="list-style-type: none"> - Staff knowledge of issues - Credibility with members - Member networking at meetings and via email 	Weaknesses <ul style="list-style-type: none"> - Aging work force / retirements - Transition in Principal Reps leaves gaps in perceived value
External Origin (attributes of the environment in which the organization operates)	Opportunities <ul style="list-style-type: none"> - Credibility with EPA, DOE, legislative staff - Knowledge of "the system" leads itself to advocacy 	Threats <ul style="list-style-type: none"> - Consolidation of members through M & A activities - Budget cuts impact ability to pay dues or attend conferences