



Centre for Organizational Governance in Agriculture

Sponsored by the BC Council of Marketing Boards
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**TO: BC Marketing Boards and Commissions
BC Agriculture Associations & Councils
BC Farm Industry Review Board
Other Interested Parties**

The Centre for Organizational Governance in Agriculture ("COGA"), with financial support from the governments of Canada and British Columbia, delivered through the Investment Agriculture Foundation of BC, is very pleased to present a professional development program for directors, officers, management, staff and others of BC Agricultural Boards, Commissions and Associations.

Strategic Planning & Achieving Goals

**Wednesday, November 13th, 2019
9:00 a.m. Registration
9:30 a.m. – 3:00 p.m.**

**Quality Hotel & Conference Centre
Pinnacle 2 Room
36035 North Parallel Road
Abbotsford**

OUR SPEAKERS

Peter Donkers,
*Chair, BC Farm Industry
Review Board*

Michelle Koski,
*Executive Director,
Investments Agriculture
Foundation*

Al Sakalauskas,
*Vice Chair, BC Farm
Industry Review Board*

Lindsay Bisschop,
*Director, Partnership &
Outreach Ministry of
Agriculture*

Glen Lucas,
*General Manager, BC
Fruit Growers'
Association*

*Another speaker that
works with the
agriculture industry to
be announced shortly!*

About the Workshop

The scope and complexity of issues facing agricultural organizations seems to continually expand and the skills, knowledge and expertise called upon from Directors and Officers grows similarly. This workshop is designed to address emerging issues in the field of agriculture.

- **SAFETI (strategic, accountable, fair, effective, transparent, inclusive) & Strategic Plans** – Peter Donkers
Peter will share information about BC FIRB's SAFETI principles, with an emphasis on ensuring that all producers understand the importance of these principles and how they play into your strategic plan.
- **Implementation of the Strategic Plan** – Michelle Koski
Michelle will draw on her experience and expertise in the agriculture industry will speak to the value and implantation of a strategic plan.
- **A strategic plan... now what?** - TBC
How to choose the best consultant to fit your organization's needs and understand the expectations of the board and what to bring to the table.
- **PARP (Public Accountability & Reporting Project)** - Al Sakalauskas
Al will speak to reporting outputs and outcomes of the strategic plan.
- **CAP (Canadian Agricultural Program) Program** – Lindsay Bisschop
Lindsay will speak to us about the funding availability to business and organizations under this agreement.
- **Industry Update** – Glen Lucas
As the General Manager of the BC Fruit Growers' Association, Glen will provide an industry update.
- **Strategic Launch of a Controversial Product** – Glen Lucas
Glen will speak to us about the failures, successes, and challenges of bringing a controversial product to market.

Registration

There are two ways to register:

1. Complete the attached form "Crisis Management – Strategic Planning Registration Form" and email to office@bccoga.ca or
2. Go on-line to www.bccoga.ca and click on the registration link.

The cost of this workshop will be \$150 **plus GST**, which includes snacks, lunch and course materials.

We look forward to seeing you there!



Della Oberhoffner
BC Council of Marketing Boards