

A Call to Action and an Invitation to Participate

Vancouver, April 15, 2019

On April 10, 2019, the BC Vegetable Marketing Commission held its Annual General Meeting in Tsawwassen, BC. On the Agenda was the formal announcement that the BC VMC had engaged a firm to begin its required Strategic Planning Process. A Call to Action bulletin had been distributed by Board Chair, Debbie Etsell prior to the AGM. On hand to explain the process was **Dawn Glyckherr** of **DM2 Consulting Inc.** (pictured at the right).



What follows is an **Invitation to Participate**. The process has set a goal of **65% participation** from across the membership and regions. The process seeks to hear from as many participants as possible:

- The Board will begin by participating in 4 planning sessions, unique in design and required for completion of the overall and required Strategic Plan during the weeks of (**April 21, April 28, May 5th and May 26th, 2019**) with a 5th and final session during the week of **June 23, 2019**.
- During the weeks of **April 15 – April 30**, as well as the **entire month of May**, individual interview times will also be offered to: Board Members, FIRB representatives, Agency Representatives and Wholesalers.
- Due to the timing of the upcoming season, the process is beginning with this focus not to obtain bias, but to use time wisely.
- It is simply, we had to start, and wanted Growers and Producers to have time and space to get their crops in during the month of May.
- Beginning during the weeks of **June 3 and continuing throughout the week June 21, 2019**, Growers and Producers will have their time to schedule an interview and participate
- Beginning **July 3**, there will be Regional Focus Groups held to further clarify the trends, the regional differences and considerations, as well as the need for collective thoughts and perspectives.
- The Final Strategic Plan will be presented to the membership by the middle of July.

How can you participate?

1. Take note of the times listed above and where you fit.
2. Schedule an appointment for an interview.
3. Participate as fully as you can because what you have to say matters, and what we learn is intended to inform and increase the Board's understanding so they can consider whether or not to apply some of it to the planning. We are seeking your views on what may be required for the shorter term planning, (from now to **3 years** from now), the midterm (from **3– 5 years** from now) and the longer term (actions required to meet the potential needs for **5- 10 years** from now).

4. **Why participate?** Collectively, each of you, and all of you, are the authors of this planning and how it will shape and influence the industry to meet its demands and challenges, opportunities and advancements.
5. If you don't speak up, you can't be heard and your ideas and thoughts are both needed and welcomed and your privacy will be maintained (unless you agree to have your name specifically attached to an idea).

Doesn't this process continue to encourage only the loudest and biggest voices to be heard?

This is entirely up to you. This is your invitation to participate. It is being sent to everyone equally and it is up to you to schedule your time with me. As was mentioned at the AGM, use the process, use me, as I am here for all of you. The Board will be guided by your input and my independence as an outside Facilitator and Senior Business Analyst with experience in agriculture.

Here is how to get in touch with me.

Email: dawn@dmgconsulting.ca

Voice Mail: 604-731-4132

Text: 604 763 4694 (Please do **not** leave voice mail on this number)

Please clearly state your name, how you fit, how you wish to be contacted and when, then we will get back to you to schedule an interview. All interviews can be completed by phone. Interviews will take 45 minutes. We will try our best to be accommodating with schedules. The Regional Focus Groups will provide the opportunity to meet face to face.

Board Members, please note that the planning sessions will be held during the weeks indicated, at a location close to the BC VMC offices and during the hours from 9:00 am to 1:00 pm. A final and fifth session will be held during the last week of June.

Individual interviews for Board Members, FIRB, Agencies, Wholesalers, Producers and Growers can be made during the weeks indicated by contacting Dawn at DM2 Consulting Inc. Please use the contact options shared above.

Please encourage others to participate. If each member took responsibility to encourage one or two others, and not just those who are like-minded to your way of thinking, then, this Strategic Plan holds the potential to guide your collective and assist with the framing of good, consistent and objective decisions on behalf of ALL.

Welcome and I look forward to speaking with as many of you as possible.

Sincerely,

Dawn