

Conference for Food Protection
Strategic Planning Committee

Dear Board Members,

Since its inception the Strategic Planning Committee (SPC) has been meeting regularly to discuss the current and future mission of the CFP: ways to improve our profile, visibility, and the over-all functioning of the organization. One of the areas of weakness identified by SPC, via a recent survey of our membership, is the issue of new attendees to the conference. SPC believes it is critical to find ways to improve first-time attendee's initial experience to help ensure continued engagement and interest in the conference.

Since time is of the essence, we do not want to miss the opportunity to begin addressing this situation with the upcoming Conference and are proposing an "On-Boarding" process that would create a mentor/mentee relationship between experienced conference attendees and new members. With the help of Mr. Chris Gordon, a rough draft of the process is attached to this email.

The SPC is recommending immediate implementation of this "On-Boarding" process and is asking each Board Member to participate by mentoring new attendees by utilizing the suggested guidelines. We are asking the Executive Team (David, Lisa and Aggie) to identify new attendees to the conference and divide up the names so that each Board Member is provided with contact information for a few individuals. It would then be up to the Board Member to make contact and mentor the new member by alerting them to the New Member Orientation, pointing out important events on the agenda, and checking in as needed during the conference to see how they are doing.

We understand that everyone has multiple commitments, but for the continued success and future of the CFP, we ask that you do your best in Orlando to be a guide, take notes on what works or needs tweaking and report back to the Strategic Planning Committee in August. We can then implement more efficiently in 2016 by perfecting the process during the off season.

Thank you so much for your time and commitment to the success of CFP.

Regards,

Strategic Planning Committee

James Mack, Thomas Ford, Becky Stevens-Grobbelaar, Elizabeth Nutt, Jessica Fletcher, Chuck Seaman, Julie Albrecht, Kevin Smith, Todd Rossow, Sarah Klein

