

FIAE's March 2019 Newsletter

To fiae@listserve.com <fiae@listserve.com>



March 2019

**Congratulations to Jan Gee,
FIAE Vice Chairwoman....**

WGA's "Woman of the Year"



The Women Grocers of America has bestowed its annual Women of the Year award to FIAE's own Jan Gee, President & CEO of the Washington Food Industry Association. The award was presented during THE NGA Show in San Diego, February 25, 2019. In accepting this award, Jan acknowledged the work of her FIAE colleagues, "I also want to give a shout out to the other state association executives because this is your award also. It is a recognition that a vibrant, active retail grocery association is the caring heart of every state grocery industry."

The WGA Woman of the Year award was created in 1996 by the WGA Board of Directors as a way to provide visible support and recognition to outstanding women in the independent grocer industry. The award is given to recipients who exemplify the true characteristics of a leader with passion for the independent grocery industry.

THANK YOU TO the



and the FIAE members who attended THE NGA SHOW!

FIAE members were treated to a great roundtable discussion -- featuring presentations by Cindy Sorenson, The Grocery Group; Brian Todd, The Food Institute; Adrienne Seiling, American Frozen Food Institute; Tom Loughran, Clarion UX; and Chris Jones, NGA. A special thank you to NGA for treating the FIAE executives to a great dinner on Monday night!

FIAE Webinar Series: Friday, March 22 @ 2 pm EST

"Developing Win-Win-Win Corporate Partner Programs"

TO REGISTER and PARTICIPATE, go to:

<https://attendee.gotowebinar.com/register/1907405681208484109>

After registering, you will receive a confirmation email containing information about joining the webinar. (Make sure you enter the audio PIN# provided after you log in if you want to be "unmuted" and speak during the webinar.)

LEARNING OBJECTIVES:

- Creating value for associations and their members while generating ROI for corporate partners.
- Understanding the evolution from transactional sponsorships to transformational partnerships.
- Strategies to help ensure corporate partner program success.

PRESENTED By Bruce Rosenthal, a strategic advisor and consultant to associations, creating successful corporate partnership programs that increase revenue and add member/constituent value. He fosters best practices and solutions as convener of the Partnership Professionals Network.

**Mark Your Calendar
for the 2019 FIAE Annual Convention!**

**November 10-13, 2019
The Ballantyne Resort
Charlotte, North Carolina**

REMINDER!

*Annual Dues notices have been distributed....
Thank you for your continued support of FIAE by paying your dues
promptly!*

*More Pearls from Robert Harris, CAE, Keynote Speaker at the 2017
FIAE Annual Convention....*

Chasing Squirrels

--Bob Harris, CAE

If you've heard it once you've heard it dozens of times at board meetings: "I just have a question." I observed it at a meeting this week. The offending director may or may not have realized what she was causing. Without being recognized by the chair, she said, "I just have a question." She followed her question with what seemed to be a personal opinion. For example, "Have we ever done it this way? I think if we change our approach and use new technology we will get better engagement."

The size of this board is 20 persons. As I listened to the question, nine of the directors added their input, for example:

- "I know the answer to your question "
- "I tend to agree with you..."
- "I think we tried that once before and it didn't work..."

Directors have a duty to ask appropriate questions at the right time. But they should not hijack the meeting.

Squirrels

When a dog sees a squirrel it is natural to want to chase the animal. Directors sometimes act similarly. When something captures their attention they are quick

to go down that path.

At this board meeting nearly half the board chased the squirrel until it ran up a tree. The conversation died a natural death and the board then looked at the chair as if wondering, "What's next?"

The chair took an exasperated sign. It was time to get back to the work laid out by the meeting agenda.

Chasing squirrels is dangerous. It wastes time. People speak as if they have some insider information ("I know the answer.") Allotted time for the agenda lapses.

Taking Control

It is human nature - or the nature of dogs - to chase squirrels. There are ways to curb the behavior:

Recognize it Happens. Teach board members that squirrel chases are likely to happen, it's only natural. If they recognize the potential distraction, they are less likely to join the chase.

Listen for It. Directors can discourage squirrely behaviors by not responding when it arises. Let the board chair maintain the decorum of the meeting. Staff can answer the questioner during the break or after the meeting without engaging the whole board.

Meeting Preparation. Directors will have fewer questions if they receive and read the agenda and materials in advance. Before a duly called meeting directors are invited or expected to ask their questions of committees, officers and staff.

Respect the Chair. Directors don't have the floor unless they have been recognized by the chair. Have them ask to be recognized or raise their hand before they start down the path of "I just have a question." Directors proclaiming they have a quick question may be advised to hold their inquiry until the break.

Respect the Agenda. The agenda has been crafted to achieve results. The timing has been worked out to make the best use of board meeting. Every squirrel-chase takes away from the business at hand.

It requires discipline to not chase squirrels. Use these tips and techniques:

- **Gavel the meeting to order. When a conversation seems to go astray, the chair does not have charge of the meeting, gavel things back to order.**
- **Respond with a question. For a director with a reputation for chasing squirrels, ask them if they prepared by reading the reports that were sent with the meeting notice.**
- **We're in the weeds. Empower everybody on the board to use the phrase, "we are in the weeds." They can share responsibility for staying focused on the agenda.**

- **The board's role is governance. Governance should address the future and be conducted at a high level. *Chasing squirrels is a waste of time.***

Note: Bob Harris, CAE, provides free governance tips and templates at

www.nonprofitcenter.com and check out Association 101 on www.fiae.net.

Exciting new and unique opportunity for FIAE members.....

Groceryshop, the trailblazing new event for innovation in grocery and CPG, to be held will be held September 15-18 at the Venetian hotel in Las Vegas. Groceryshop launched in 2018 with a staggering 2,200+ attendees and immediately became the leading event for innovation in grocery and CPG. Feedback to the event was phenomenal with a Net Promoter Score (NPS) of over 50, setting the stage for the event to double in size in 2019 to over 4,000 attendees.

FIAE members are included in Groceryshop's Hosted Retailers & Brands Program which provides complimentary Groceryshop tickets and a travel/hotel allowance of up to \$750 - you can find more information here: <https://hosted2019.groceryshop.com/retailer/register>

Companies attending Groceryshop include both established and startup CPG brands, supermarkets, c-stores, drug stores, discount stores, ecommerce players, warehouse clubs, grocerants and non-traditional grocery retailers. These organizations will join tech companies, real estate operators, investors and analysts to understand the disruptive new trends, technologies and business models they must now embrace to win in a rapidly changing industry. Groceryshop is establishing a new community of today's leaders and emerging leaders of the future.

Groceryshop will address shared challenges and opportunities relating to the evolution of how consumers shop for products ranging from food and beverage to health, beauty, personal care, household and pet supplies.

Webinar Ideas? Newsletter Article Submissions?

Send them our way!

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