



Media Release

New generation of progress launched for CAMA Alberta

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Calgary, ALBERTA — At a time when the marketing and communications landscape is rapidly evolving for agribusinesses, the Alberta chapter of the Canadian Agri-Marketing Association (CAMA) is ramping up its activities, resources and initiatives to deliver value and opportunities for agri-marketing professionals across the province.

“We are pleased to launch a new generation of progress for CAMA Alberta in 2018 and beyond,” says Teresa Falk, President of CAMA Alberta. “We have entered an exciting time of change, innovation and opportunity in agriculture and agribusiness. This is mirrored by an unprecedented time of evolution in marketing and communications. CAMA Alberta has never been more relevant to support agri-marketing professionals and agribusiness in the province, serving as a hub of connection, knowledge and networking, to help navigate challenges and advance success in this dynamic new environment.”

CAMA has a rich history in Alberta. The provincial chapter has undergone an important period of renewal in recent years, with a resurgence in membership, activity and accomplishments. This is highlighted by an increase in membership and a successful hosting of the national Best of CAMA event in 2016 among an increasingly robust slate of activities. “The opportunity is now there to build on this progress serving an increasingly broad and diverse membership,” says Falk. “We are looking forward to capturing this opportunity, backed by a newly updated board, renewed vision and fresh slate of priorities set for implementation in the new year.”

The new CAMA Alberta offers something for everyone, says Noel Blix, Vice-President of CAMA Alberta. “Whether you are an agri-marketing professional with many years of experience or someone at the front-end of your career, whether you have been involved with CAMA Alberta in the past or are considering participating for the first time, there has never been a better time to participate.”

The new CAMA Alberta agenda is highlighted by a five-point plan. A new swath of events is set to roll out, including a range of speaker-driven, networking and education-focused options – all backed by a new event sponsorship framework. A new integrated communications plan is underway, featuring strengthened digital and social media options along with enhanced resources that members can use in their own communications programs. An innovative “Cambassadors” engagement program spearheaded by the chapter was launched in late 2017 and is targeted for implementation in the New Year. A new mentoring program is in development with a special focus on supporting students and the next generation of agri-marketers in Alberta. In addition, the new board is pursuing an updated, forward-thinking strategic plan to provide a roadmap to the future and framework for continual improvement.

All CAMA Alberta information, latest news and updates is refreshed regularly on a recently upgraded website integrated as part of the national CAMA website. Visit www.cama.org and hit the Alberta tab to view.

CAMA Alberta events reflect a strengthened focus on thought leadership and industry-specific hot topics. This includes a screening of the movie Food Evolution, an Agronomy 101 half day workshop, an Annual General Meeting and a “CAMA in the Country” spring tour near Calgary. The CAMA Alberta website includes a Coming Events section with links for online registration to all CAMA Alberta events.

The CAMA Alberta Board of Directors includes: Teresa Falk (President), Crop Production Services; Noel Blix (Vice President), McCann; Kevin Yaworsky (Past President), Glacier FarmMedia; Mary Thornley (Executive Director), CAMA Alberta; Janet Kanters, Issues Ink; Kristine Waddell, WS; Jim Perry, REC Media; Lauren Reid; Brad Brinkworth, sermo.farm; Jenn Norrie, Alltech; and Deborah Wilson, BIXSco Inc.

CAMA is a network of skilled, agri-marketing professionals from across Canada, with chapters located in Alberta, Saskatchewan, Manitoba, Ontario and Quebec. The organization provides a hub to help members gain industry-specific knowledge, get the latest thinking on ag marketing from leading experts in and out of the industry, network with colleagues from across the industry, develop leadership skills and gain recognition, and keep up-to-date on career opportunities. Learn more at www.cama.org. Follow CAMA Alberta on Twitter: [@AlbertaCAMA](https://twitter.com/AlbertaCAMA) and like on Facebook: [@AlbertaCAMA](https://www.facebook.com/AlbertaCAMA).

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