

CAMA NATIONAL HONOUR ROLL RECIPIENT

By Ben Lanthier, CAMA On Vice President, Sportswood Printing

The Canadian Agri-Marketing Association benefits from the contributions of its many passionate and engaged members. CAMA Ontario is fortunate to have had many outstanding, dedicated individuals who have contributed to the chapter's success. One that clearly stands out is **Christina FitzGibbon**.

After graduating from the **University of Guelph** in 2010, Christina's career began with roles in project management and account management. She moved to work at **Alltech Canada** where she assumed the role of Ontario Marketing Manager / Territory Marketing Coordinator. Following Alltech, she accepted a position with **RKD**, a web design company in Guelph, as Account Manager and Marketing Coordinator, and later moved into the role of Web Production and Marketing Manager. During this time, Christina became a member of the Leadership Team for the **Ag Women's Network**. In 2011, she joined CAMA's Ontario chapter.

In 2013, she accepted the nomination to join the CAMA Ontario board, and rose through the ranks becoming Vice President, President and is now the chapter Past President.

Throughout her tenure on the CAMA Ontario executive board, Christina consistently provided effective leadership. She is a clear thinker and isn't afraid to look outside the box. As the agricultural industry reorganized via significant mergers and ownership



Christina FitzGibbon

changes and the CAMA membership shifted, Christina led the CAMA Ontario board to embrace changes and forge a new path forward, to keep CAMA vibrant and sustainable.

Recognizing the value of membership input, she instituted regular surveys sent to members asking for their comments, ideas and suggestions on ways CAMA could provide more value and relevance to their CAMA membership experience. She refreshed the meeting format and developed new events to appeal to a broader base of current and potential members.

When Christina was an active participant on the organizing committee and particularly with the seminar program, her out of the box thinking and drive to raise the bar for CAMA led to the successful booking of Canadian Olympic Team CMO **Derek Kent**.

Her dedication and leadership did not wane in the least despite giving birth to her daughter about two years ago. She started a home-based business during this time and remained directly involved in her CAMA roles, juggling parental, business and CAMA responsibilities with aplomb and grace.

Christina is a high performer and has been sought after by multiple organizations. Throughout her career moves, she remained committed to CAMA provincial and national boards.

Whether it's helping organize chapter meetings and events, hosting meetings or helping with not-so-glamorous roles such as reviewing CAMA Ontario's governance document (making insightful and meaningful revisions for the board to review), she is always there and can be counted on to do a stellar job of completing whatever she volunteers for on-time, communicating clearly and effectively.

To know Christina is to know her unique ability to effortlessly balance laser focus and ambition with a relaxed approachable leadership style. She aims high, isn't afraid to think out of the box and the CAMA of the future is better for it. **AM**