



THE CENTER FOR
FOOD INTEGRITYSM

CFI's Board Member Services Initiative

Goals

- Utilize CFI board by giving them an active role in member servicing to reach out to assigned CFI members to ensure the member's needs are being met and that they are utilizing CFI resources.
- Utilize CFI member networks to secure new CFI memberships and sponsorship opportunities.

How it works

Designated board members will call their assigned members. CFI staff will provide support as well as materials for the call and for follow-up on potential prospects, sponsorship and program opportunities.

Timeline

January 8 - 12: Board member and CFI staff have call to discuss member assignments and call touch points

January 15 – January 26: board member calls CFI member and send notes to CFI staff

January 29 – February 2: board member and CFI staff have call on member follow-up

January 29 – February 2: send thank you/follow-up email to member and email/call CFI staff on notes and key learnings

*Please note that the timeline is suggested dates that we would like the board to complete the touchpoints. We would like to have these calls completed to discuss by the February 2018 board meeting. We understand that you are busy and may not be able to complete the calls and follow-up within the dates listed. Please let us know, if you are not able to make the suggested dates.

Resources

Board members can access materials [here](#).



Board Assignments

Board Member	Member Assignments	CFI Primary Contact	Title
Amy Roady/Kirk Merritt	Illinois Farm Bureau	Lori Laughlin	Director, Issue Management & Multimedia
	Nebraska Soybean Board	Victor Bohuslavsky	Executive Director
	Ohio Corn & Wheat Growers Association	Brad Reynolds	Director of Communications
	Ohio Farm Bureau Federation	Yvonne Lesicko	VP, Public Policy
	South Dakota Soybean Research and Promotion Council	Sarah Tveidt	Communications Director
Bill Even/Ernst van Orsouw	Merck Animal Health	Judson Vasconcelos	Director, Veterinary & Consumer Affairs
	National Pork Producers Council	Janine Van Vark	Manager Outreach Marketing
Craig Wilson/David Fikes	Wegmans Food Markets, Inc.	Mary Ellen Burris	Sr. VP, Consumer Affairs
	Kroger	Jessica Adelman	Group VP, Corporate Affairs
	National Restaurant Association	Cicely Simpson	Executive VP, Government Affairs and Policy
Doyle Karr/Mindy Whittle	American Farm Bureau Federation	Mace Thornton	Executive Director, Communications
	Cargill	Devry Boughner	Corporate VP, Global Corporate Affairs
	Farm Credit Services of America	Marshall Hansen	VP, Agribusiness Finance Group
	Philbro Animal Health	Warren Harper	Sr. VP, Global Marketing
Len Heflich/Leon Bruner	Grupo Bimbo	Patricia Villalobos	Corporate Research and Development Division
	Maple Leaf Foods	Randy Huffman	Sr. VP, Operations and Chief Food Safety Officer
Len Heflich/Monica Massey	Dairy Management, Inc.	Martha Gibbons	Manager, Market & Consumer Insights
	Michigan Milk Producers Association	Sheila Burkhardt	Sr. Director, Member and Government Relations



If you have a different contact than the CFI primary, you may decide who will be the best person to reach out to at the member organization. Please let us know who you will be contacting.

If you need additional background on the member organization, please let us know and we can provide a summary.

Member Calls

Please see the call script and resources for the board member's reference are available [here](#). CFI staff can provide additional information if needed.

Call Touch Points

Call Check List	Notes/Resources
Introduction	Script for your reference
Current Happenings Update: <ul style="list-style-type: none">• Complete the 2018 CFI member survey• CFI Member in-person 2017 research presentation w/ CFI staff	Member Survey Link: https://www.research.net/r/TRRBYN8 Script for your reference here
Discovery questions	Script for your reference here
Specific Ask	CFI Sponsorship Opportunities and CFI Membership Benefits for your reference only
Closing	



Call Follow-Up

Member Servicing Follow-up	Resources
Have follow-up call w/ Allyson Perry and Laura Cornett	
Send member a thank you/follow-up email	Email for your reference here
If missed call w/ member, send them a follow-up email	Email for your reference here
Send notes from call to Allyson Perry and Laura Cornett	Notes can be a summary (4-5 sentences). Include prospect information, if applicable.
Prospect Follow-up	
Hand over potential prospect to Laura Cornett for follow-up	
Project Follow-up	
Hand over project interest to Laura Cornett for follow-up	

Support

We appreciate your efforts and time in expanding CFI's membership and ensuring CFI is providing the best service to our members. We are available to support you in this endeavor. For questions and/or additional information, contact us.

[Terry Fleck](#)

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[Allyson Perry](#)

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816-556-3126

[Laura Cornett](#)

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816-729-4585