

ASSOCIATION OF ALBERTA CO-OP SEED CLEANING PLANTS WELCOMES NEW DIRECTORS

Following elections at the Association of Alberta Co-op Seed Cleaning Plants Annual General Meeting held January 10, 2013 in Edmonton, Alberta, two directors were elected to the board. Colin Wager from Coronation was re-elected for a three year term representing Region 3 and Ross Bezovie from Willingdon was elected for a one year term representing Region 5. Keith Reynolds, Manager of the Strathmore Seed Cleaning Plant Ltd., was also appointed to the board as Manager Representative Secretary/Treasurer.

The AACSCP board then held their re-organizational meeting where John McBain was elected as President and David Bishop from Barons was elected as Vice President.

The current Association of Alberta Co-op Seed Cleaning Plants board is comprised of:

President, Director Region 2:	John McBain
Vice President, Director Region 1:	David Bishop
Director Region 3:	Colin Wager
Director Region 4:	VACANT
Director Region 5:	Ross Bezovie
Past President, Director Region 6:	Steven Miller
Director Region 7:	James Obniawka
Managers Representative President:	Terry Howe
Managers Representative Secretary/Treasurer:	Keith Reynolds

ASSOCIATION OF ALBERTA CO-OP SEED CLEANING PLANTS LTD.

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WELCOME NEW DIRECTORS

Continued from cover.

ROSS BEZOVIE

Ross Bezovie was born and raised in the Willingdon area and is a third generation farmer. He graduated high school



in Vegreville, attended NAIT for Business administration and began to farm full time in the fall of 1991. Ross and his wife Sharon and their two teenagers Haily and Dryden currently live on a farm just east of Willingdon where they own and operate Ace Poultry Farms which they bought from his parents. They also have a grain and commercial cow/calf operation that they are in a partnership with his brother David. Ross has been very involved with the local community and various industries over the years and has held various board positions. Ross is currently the President of the Willingdon Seed Cleaning Co-op, and member of the local church, Hairy Hills Elks, and Willingdon Fish and Game Association. Ross wants to work with members and directors in representing the views and interests of our industry to the Agriculture Minister and MLAs. Ross would like to see all member plants to remain viable and is willing to work with them to come up with solutions. "Thank you for giving me the opportunity to represent you for the next year." - Ross Bezovie

KEITH REYNOLDS

Keith started with the Strathmore Seed Cleaning Plant in August 1981. He is married to Darlene and has three daughters to



keep them busy. Keith enjoys most sports, camping, hunting and fishing.

FOCUS GROUP NOTES 2013 AACSCP AGM January 10th & 11th

Future viability of member plants in the next 10 years:

- More infrastructure, technology, organization, education, training
- · Charging enough for profit
- Establishing reserves for future opportunities
- Determining market services currently being provided in your area – capture opportunities
- Diversification find niche markets
- Business plans and succession plans
- Replacing aging management
- Staffing finding/remuneration/retaining
- Mobile plant competition/ private companies
- Treating seed with micronutrients
- Automation ease of use
- Transportation/logistics
- Working with agronomists
- Feed markets
- Work force explore foreign workers
- Customer service trucking grain to facility

Additional resources the provincial association and member plants will require:

- Succession plans and business plans
- Companies that can maintain/service seed plants
- Incentives to involve younger people at plants
- Create best management practices gather info from all plants to see and share ideas
- Establish leads on financing for member plants
- Share visionaries, share ideas, provide opportunities for local boards to build mission/vision, objectives, goals, key action items
- Staffing assist in finding, retaining, training, remuneration
- Amalgamation where feasible

- Apprenticeship program in high school and post-secondary
- Keep eye on local politics for regulation changes
- Increase cleaning rates to continue on with inflation/repairs/expansion

The level of succession planning for board of directors and employees:

- Currently crisis management, mediocre at best
- Long-term planning is required by boards

Additional steps the provincial association and member plants must take:

- AGM provincial board needs to remind plants to make a succession plan and keep current
- Adopt on provincial bases standards of wages, pension, health benefits (of individual plants) - guidelines
- Amalgamation of local plants where financial stability is questionable
- Negotiate with private companies to bring back seed to co-op seed plants
- Regional directors come to plants more often for meetings, etc.
- Funding association continue with lobby of federal/provincial governments local plants to lobby local governments
- Improve image of agriculture must have a positive image
- Regional meetings to discuss issues
- Job sharing with county or other business in community
- Creating awareness with younger generation what's involved at a Seed Plant (education)
- Flexibility with employees working hours, more goal oriented
- Positive performance evaluations, build culture within staff and board viewed as opportunities
- Create and maintain database of employees
- Support training

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SEED PLANT NEWS

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2013 FOCUS GROUP NOTES

- Promotion of rural life advantage
- Keep employees keep positions/growth
- Make emergency plan with neighbour plant for job sharing
- Keep managers/employees current with compensation
- Managers that have not worked within the industry – lack actual experience but know how to manage
- Managers meeting with staff; delegates meeting with staff and manager – open communication – review of positions, thoughts, discussion on future
- Some managers need to be cloned
- Promote at colleges provide training that is required at a seed plant
- Require job descriptions, available staff positions (from member plants) to use during career fair days for Olds College, Lakeland College, etc.
- Make a help wanted ad, keep it current, keep it on file
- Encourage non-farming individuals on boards different business sense
- Succession plan for employees (know actual retirement dates) and board of directors
- Sunset clause for board of directors finite terms
- Making the boards more aware of succession planning
- Open discussion with shareholders and customers. Have a meeting, discuss and write down notes

The current status of cereal plant breeding in Western Canada:

- Below average
- Move towards canola model private industry will take over and fund
- Transitional declining
- Dependent on price of commodity itself
- Terribly underfunded, too slow
- Privates have been doing cereal breeding, some GM/novelty traits (not as readily recognizable) – should negotiate to be able to work with them on local processing
- Under invested
- Status is not meeting needs of changing world wheat market especially with changes to CWB

Level of involvement the provincial association and member plants in regards to cereal plant breeding and market/ distribution of varieties:

- Be actively involved gain access to varieties
- Association give direction to breeding programs for certain crop types
- Be aware of new varieties coming down the pipeline – not just breeding for yield – must look at end use quality
- Association lobby for farmer to maintain own rights, advocate for bin run seed
- Supportive of seed growers, breeding facilities, participate in advisory role keep foot in door
- Association active role in ensuring member plant will process seed of new varieties
- Is it feasible for association to be involved?
- Plant Breeders Rights are they respected? Are royalties being put back into breeding programs?
- Communication with private companies
- Business alignments partner with seed company or grower to process and distribute varieties
- Leading edge of industry collaboration and policy making opportunities
- Unified voice
- All grains should have an end point royalty (at the pit)
- Check off funding for breeding programs
- Western Grains Research Foundation producers need to look at accessing these funds and give to companies who can do the research

Fusarium graminearum levels across the province:

- On the move across the province, must be dealt with, keep testing
- Rising and spreading
- Being closely monitored by seed cleaning plants, on the forefront of whole management process
- Paying attention
- · False positives mainly soft white wheat
- · Lack of variety access in Alberta
- Here and must be dealt with

- Not regulated on straw management and fusarium
- Adversely affecting seed cleaning plant viability can't clean infected seed
- Mobiles not required to test
- Railroads east/west movement

Recommendations to effectively manage fusarium graminearum:

- Education to producer and industry
- Staple information sheets to invoices of customers
- Keep testing
- Use best management practices
- All parties involved must use due diligence
- Seed treatments, micronutrients, fungicides
- Rejecting positive samples telling producers to not use seed with detectable levels
- Ensure continued research
- Keep fusarium graminearum in pest act
- Policy makers/breeding programs fusarium tolerant varieties should be a priority
- New technology sort out fusarium infected seed with infrared
- Cultivate, bury into ground
- All samples should be tested before and after cleaning, with levels being recorded
- Setting tolerance or acceptance levels
- Source clean, locally grown seed (non-detectable)
- Only 20 40% of seed is tested who isn't testing?
- Municipalities should be checking more farms to see where fusarium graminearum levels are at
- Ensure accurate samples are being taken from seed lots
- Federal regulations on pedigreed seed

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A REPORT FROM THE CROPLIFE SEED TREATMENT COMMITTEE MEETING IN OTTAWA.

By: Ron Wirsta, St. Paul

The agenda was full of information in regards to completing changes to the protocols set forward by CropLife and industry stakeholders. From our January meeting, some changes to the clarification and wording of protocols were suggested so these changes were made for review at the March meeting in Ottawa. The protocols will be altered again for more wording changes and there is to be some thought put into removing protocols that were in duplication of other standards or inspections and placed instead into a check sheet, as opposed to a scoreable or mandatory protocol.

In relation to procedures of operations and maintenance with equipment, there will be a manual that each accredited seed treatment facility will receive for ease of transition with fill in the blanks specific to each facility. There were concerns with the costs involved for the facilities that need to make changes to become an accredited seed treatment facility. There is discussion around a progression of change over a few years to mitigate costs.

There was a huge debate on the clarification of the definition of an accredited seed treatment facility, regarding "Commercial Applicator".

There will be effort to clarify these definitions prior to the next committee meeting in the Fall of 2013. It will be very important for everyone to decide if they want to become accredited to allow sufficient time to proceed through the accreditation process.

Steps forward into implementation in 2015 will be to train inspectors through the Summer of 2013 and start inspecting facilities in the Summer and Fall of 2014, not during the busy season or during seed treating.

There are now inspectors, with more inspectors to be trained, to do both the Registered Seed Establishment and accredited seed treatment facility inspections.

EMPLOYMENT OPPORTUNITY

Strathmore Seed Cleaning Plant is seeking a career oriented individual for the position of **Assistant Manager** at its new seed processing plant east of Calgary. The successful candidate would work alongside our plant manager with over 30 years of experience, managing a business that is positioned to grow in the coming years.

Preference will be given to a young, energetic, people-person, who is not afraid to tackle the challenges of a growing business. Because this is a new plant, experience is not necessarily required. An aptitude for equipment and technology would be an asset. The successful applicant will be trained on the new plant's operations as it is commissioned in the summer of 2013.

Salary Range:

Based on qualifications and experience.

Benefit package included.

Bonuses for volume and profit targets considered yearly.

Qualified individuals are encouraged to submit a cover letter and resume with references to:

straseed@telus.net

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WHAT DOES THOUGHT LEADERSHIP LOOK LIKE IN AGRICULTURE?

By: Michele Payn-Knoper

Thought leadership is a term thrown around in corporate environments and may be considered cliché by some or, as l've found, makes most people scratch their head. I'm not an expert and am not going to try to define thought leadership, but simply offer some observations on the human spirit – particularly those in agriculture.

Honesty. It's easy to pretend to be someone else in today's social media driven society and some people thrive on building false profiles. Don't be anyone but you! It's also easier to say that we do everything right in agriculture, that farmers and ranchers never do anything wrong and that pundits are crazy. None of those are true; an honest conversation starts with the acknowledgement of problems across the agri-food system.

Big picture before self. Call me crazy, but today's regulations and activist agendas will impact you, your family, your bottom line, your right to farm – in 5 or 10 years. Are you sure that you don't have time to step up and help those who are working to give you a voice? Of course you need to take care of home fires, but don't do so at the demise of the big picture of agriculture.

Ears. Can you hear a question about agriculture or farming and really listen? Do you automatically go into defense mode? Or are you coming up with your answer while the other person is talking. I find many agriculturists are incredibly defensive in the conversation around food. 98.5% of the population aren't on a farm; they sometimes simply have a question. Thought leaders ask others questions and listen closely to the answers.

The long view. Long-term thinking. Looking beyond your own business. Understanding global demands. Considering the impact of policy, activism, markets that impact all of agriculture. If pork producers are having a major issue and you're a dairy person, do you turn a blind eye? Or do you step up because of the implications for all of agriculture?

Passion. It acts as a magnet. It propels a movement. It engages a community. Thought leaders have the ability to channel their passion for the good of the greater cause.

Curiosity. Children thrive on it, adults bury it. Sometimes the simple act of asking "Why?" can lead you down an entirely different path – a path of greater impact. And more importantly, it will help you discern what's important to the people you're trying to talk to about agriculture.

Execution. If you don't have the ability to put wheels under ideas – and involve others in pulling the wagon, you don't have a lot. Bright shiny objects are fun, but they become dull over time and get put away in the back of the closet. Only those who can execute and grow ideas are true leaders.

Open mind. "There exist limitless opportunities in every industry. Where there is an open mind, there will always be a frontier," said Charles Kettering. Many think North America's greatest days of innovation are in the past. I disagree; find a frontier desperately in need of thought leadership. Agriculture is ripe with those opportunities: look at the technologies, businesses, communities, techniques available to you now that didn't exist five years ago. Be open enough to find a way to adapt them for the benefit of the big picture.

Tenacity for the long haul. Producing food, fuel, feed and fiber isn't an easy business. Weather works against you. So do agendas around a myriad of issues,

often fueled by misinformation. But always know that one small voice, a single picture, or a tweet may just capture the attention of thousands – and put a face on farming.

Guts enough to accept change – and preferably embrace it. You're as young as you're ever going to be today – are you really sure you want to spend your life complaining about change? Many reference their age in not doing well in social media, but I've seen 60 year-old grandpas outpace 25 year-old guys in using Facebook. Don't let your birthdate, position, or embarrassment prevent you from adapting to change!

Humility enough to admit when you're wrong and apologize when needed. There's not a better teacher of this than being a parent. Humility is rare in those holding leadership positions, but the few who possess it can lead a

Optimism. If you don't believe in a better tomorrow, why bother?

movement as servant leaders.

Willingness to have the tough conversations. Is local and organic better? Do we still need subsidies? Why is your farming practice better than mine? Do consumers have a right? Difficult, but thought leadership is about leading the conversation – not reacting to it. It's also about taking the high road even when others sink to the gutter.

Truthfully, I'd like to see more true thought leadership in agriculture. We all sing to the choir that we have to do things differently, so how about we actually put our money where our mouth is?

-MPK, www.causematters.com

Community Catalyst. Agricultural Advocate. Food Connector. Michele Payn-Knoper personifies passion. She serves as a resource for people interested in agriculture and food through speaking and community building programs. Michele encourages all of her clients and audiences to connect with people's hot buttons and speak their language – whether it's building a connection between farm gate and food plate, developing corporate sponsorships or growing advocacy. Widely known as a "change agent," MPK delivers advocacy training programs and motivational keynotes to empower organizations to build connected communities.

2013 AWARD RECIPIENTS

APRIL 2013

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CONGRATULATIONS TO THE ASSOCIATION OF ALBERTA CO-OP SEED CLEANING PLANTS LTD. 2013 AWARD RECIPIENTS





Richard Lorenson and Ray Yaremchuk, both from Myrnam, accepting their 25 Year Recognitions



Jim Jones, Enchant accepting his 25 Year Recognition from Dave Bishop, Region 1 Director

Arden Ziegler, Vegreville accepting his 25 Year Recognition from Steven Miller, President



Neil Greenfield, Westlock accepting his 25 Year Recognition from Wayne Walker, Westlock and Steven Miller, President



Wayne Walker, Westlock accepting his 30 Year Recognition from Steven Miller, President



Mark Kaese, Paradise Valley accepting his 30 Year Recognition from Steven Miller, President



David Smale, Oyen accepting his 30 Year Recognition from Colin Wager, Region 3 Director



Herb Harder, Vulcan accepting his 30 Year Recognition from Dave Bishop, Region 1 Director

2013 AWARD RECIPIENTS

ALBERTA CO-OP SEED CLEANING PLANTS LTD. 2013 AWARD RECIPIENTS

40 Year Plaque

Dale Collison

35 Year Plaque Rod Thirsk

30 Year Plague

Herb Harder Mark Kaese Wayne Walker David Smale

- 25 Year Plaque
- Brian Tamminga **Ray Yaremchuk** Pam Brooks Neil Greenfield **Richard Lorenson** Jim Jones Arden Ziegler Tom Zwack Keith Griffiths
- Mvrnam Nanton Westlock Myrnam Enchant Vegreville Strome Coronation

Holden

Edgerton

Vulcan

Westlock

Coaldale

Oyen

Paradise Valley

20 Year Certificates

- Martin Puch Rod Granberg Wayne Jackson **Dick Berreth** Brian Schmaltz Miles Smith Brian Bunbury **Tyrrill Hewitt** Ken Skoberg Jacques Plante Shawn Shura Raymond Wynnyk
- Pincher Creek Foremost Carstairs Beiseker Beiseker Three Hills Coronation Coronation Lougheed St. Paul Sexsmith Clandonald

Outstanding Service Award Bob Ware

GOLDEN KERNEL AWARDS

Presented by Monica Klaas



Kelsey Drummond, Hussar (Category A: >100,000 bushels)



Bill Sinclair, Bashaw (Category B: 60,000 - 100,000 bushels)



Jack Krenzler, Beiseker (Category E: Honourable Mention)



Blair Peregrym, Stony Plain (Category C: 30,000 - 60,000 bushels)



Tom Luethi, Warburg (Category D: 15,000 - 30,000 bushels)

THANK YOU TO OUR **2013 SPONSORS!**

BASF **Bayer CropScience** Syngenta 20/20 Seed Labs **ATB** Financial **BioVision Seed Labs** Can-Seed Equipment Ltd. Farm Credit Canada Foster Park Baskett Issues Ink

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APRIL 2013



Insurance Brokers

INSURANCE LTD.

FOSTER PARK BASKETT

Foster Park Baskett has insured the members of the Association of Seed Cleaning Plants Ltd. for over 30 years. We will continue to strive to ensure that we provide a comprehensive insurance program tailored to each member's needs and ensure that we are delivering those terms at a competitive cost with sound Canadian insurers. Going forward via the newsletter we will offer our viewpoint on insurance related topics. This edition we will focus on transportation coverage.

ON OF ALB

LEANING

Transportation Insurance

In recent months a number of seed plants have been purchasing new equipment such as colour sorters. These items usually carry significant value and the question of who's responsible to cover the item while in transport often comes into play. In a perfect world the transport company would arrange the coverage. They do have coverage however you must be careful as some companies only insure to the amount they are legally liable for, which is \$2 per pound; this amount is determined by the Transportation Act. I am sure that you will all agree that if you had to settle on a colour sorter that was damaged, \$2 per pound would only pay for a small portion of the item. Transportation companies do carry much higher limits for Cargo Insurance and they can insure the item in full if the value is declared on their bill of lading. If this occurs then the amount of liability assumed is for the value declared. Most transportation companies will facilitate this request but some of the "National" carriers will not. It would be our suggestion that should this occur you find another company to transport your goods who will facilitate your request.

If you cannot, another alternative is for FPB to arrange the coverage. This can be done easily and would be at your cost. Our viewpoint is that the transport company is ultimately responsible and should be accommodating the seed plants with the transport of their product. We would be more than willing to have those discussions with any of the carriers you are looking to engage for transport. If you have any questions on this matter please do not hesitate to contact our office.

Yours truly,

Account Executive, Managing Partner Foster Park Baskett Insurance Brokers Ltd.

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ARTICLE



Your Monthly Governance Resource

LOST IN EXPECTATIONS By: Ralph Kikkert, Consulting Partner

John joined the board because he was good at making decisions and wanted to make a difference. He wholeheartedly believed in the values and services of GrowthArt. Right now though, he was wondering what on earth he was doing in this meeting. The discussion had meandered from one point to another tangent, to an interesting story, to a sarcastic biting comment, and finally wandering off to a discussion about the future of gas prices. He could not believe that such competent people were sitting through such senseless drivel.

Kim was wondering what on earth she was doing at these meetings. As senior staff, she had so many things that she needed to do. She had no idea which objective the board thought she should be focusing on first. After the last meeting, she had been given five separate mandates and was not making much headway on any of them, not to mention a political report from a board member who was doing everything he possibly could do to limit her power. She often wondered how on earth she had ended up in this position. How had the board ended up in such a state?

Ironically, this problem is more common than one would expect on boards. We all have expectations, some less clearly articulated. The problem is that clear expectations are often defined too late to deal with the problems in board meetings.

What Can You Do?

It is critical that we clarify our expectations so that we understand our role and responsibilities on boards. We need to define our performance expectations of each other as we do in healthy relationships.

Some suggested expectations may be:

- Expect board members to respect and honour each other
- Expect ideological conflict on issues among board members and management
- Expect management to present options with pros and cons instead of recommendations
- Expect to speak with one voice and commit to board set decisions
- · Expect to participate and share your opinions and thoughts at board meetings
- Expect board members to discuss issues at board meetings and not in advance
- Expect materials on issues to be sent in advance so board members can reflect

Create shared expectations that are clarified for all people attending the board meetings with written policies. To ensure your expectations are being met, provide feedback at regular intervals. Board members, the chair, and the CEO typically are very interested to know what others think of their performance.

ARTICLE STR**ive!**°

RECOMMENDATIONS ARE DECISIONS

By: Ralph Kikkert, Consulting Partner

John was frustrated by the board. His committee's recommendation was not approved and now there was dissention on the board. He thought to himself "The other board members just don't get it!" Mary, on the other hand, was tired of John's attitude that his way was the only way. It seemed that all the decisions were more about him than about the organization.

Like John, we all bring our paradigms, experiences and skill sets to the board. We are often good at problem solving based upon our past experiences or habits. We have had some success with our methods. However, we are not always very good at hearing other people's perspectives and their ways to solve problems and pursue opportunities. Typically, we expect them to do it our way.

What Can You Do?

- 1. Recognize that you are in your role to serve and not to lord over others as a director or as CEO. Remember that you speak for the collective opinions and interests of the owners, not simply your own.
- 2. Understand that it is about the cause or purpose of the organization and not about you. Remind yourself, "It's not about me, it's about the cause." If you cannot say this, then your ego may be part of the problem and it's likely time to step off the board. We are not saying that it's wrong to get some personal satisfaction out of being on the board. Rather, the organization comes first.
- 3. Ask others who focus on themselves questions to understand their perspective in a genuine way. For example: How will this help the organization? Or, what are the

benefits from your perceptive? Or, what do you see as the pitfalls of your suggestion? Or, how does this suggestion move us closer to our organization's purpose and goals? Recognize that asking questions needs to be done with the intent to learn and understand and not to attack the suggestion or person.

- 4. Stay away from promoting recommendations on important issues that may encourage personal defense of the recommendation. Instead, have management, committees and directors provide options with a list of pros and cons so that the board can discuss the various options. This will allow everyone to recognize the risks while at the same time avoid being caught up in ego or defensive behaviours.
- 5. Never think of yourself as the smartest person or compare yourself to others on the board. You likely are the smartest person in one area where you are competent but definitely not in most areas. Comparisons or conversations such as this only reduce your respect for others and your ability to hear other people's perspectives. Instead, as Stephan Covey encouraged, "Seek first to understand and then to be understood."

Thanks!

The STRIVE![®] Team

WE WOULD LIKE TO EXTEND OUR SINCERE APPRECIATION AND THANK YOU TO OUR ALLIED TRADE GROUP!

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Bayer CropScience BioVision Seed Labs CanSeed Equipment Ltd. Hank's Feed Mill Service Seed Check Technologies Inc. Foster Park Baskett LMC Renel Construction Syngenta Association of Alberta Co-op Seed Cleaning Plants

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Westlock Seed Cleaning Co-op

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SEED PLANT NEWS

Grounded in plant health.

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There's a lot that goes on behind the scenes when you use Raxil® WW, but all you'll see is a beautiful healthy cereal crop. Look to Raxil WW for unmatched protection from the most serious seed- and soil-borne diseases including true loose smut, fusarium and much more. Not to mention the added protection of Stress Shied to eliminate the threat of wireworms and further increase plant health.

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At the heart of plant health is a quality seed treatment. Trilex[®] EverGol[™] seed treatment for pulses provides exceptional disease control and superior crop establishment.

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Not only does Trilex EverGol provide exceptional protection from diseases like rhizoctonia and ascochyta, it also promotes overall plant health. The result is a higher performing root system, increased biomass and faster emergence, even when facing minimal disease pressure.

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Bayer CropScience

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Trilex



MANAGER'S ASSOCIATION – SPRING TRAINING

MANAGER'S ASSOCIATION OF ALBERTA CO-OP SEED PLANTS **SPRING TRAINING SESSION**

JUNE 24 - 25TH: WESTLOCK, ALBERTA

Confirmed Topics Include:

- CSI Operator Training
- Personal Protective Equipment Training
- Pesticide Applicator Credits
- Human Resource Training Influence with Ease (see details)
- Lab Updates
- Turf Inspection with Syngenta

Course Fee - \$100.00/person payable to:

Manager's Association of Alberta Co-op Seed Cleaning Plants Ltd. C/o Keith Reynolds, 316 Thistle Way, Strathmore, Alberta T1P 1C7

Accommodations:

A block of rooms have been prebooked at the Westlock Inn. The cost is \$89.95+taxes (breakfast included).

Meetings at the Westlock Inn – cut-off date June 10, 2013 (Book under Manager's Association Alberta Co-op Seed Plants). Tel. 780-349-4483

Other Accommodations:

 Best Western
 Tel. 780-349-4102

 Ramada Inn
 Tel. 780-349-2245

This course is open to both managers and employees.

Feel free to contact us with any ideas for topics of interest; Wayne Walker 780-349-3944 or wscp@telus.net Terry Howe 780-879-3927 or allianc@wildroseinternet.ca Keith Reynolds 403-934-3421 or straseed@telus.net

HUMAN RESOURCES TRAINING THE ART OF CUSTOMER SERVICE INFLUENCE WITH EASE

One way or another, as a seed cleaning industry professional, you influence others. When you discuss an idea with a coworker, resolve an issue with a spouse, or interact with a customer you are exercising influence. The problem is when people are rushed or focusing on the task, it isn't always easy to create trust. Enter Jeff Mowatt's approach that he calls, Influence with Ease[®]. In this session, Jeff shares subtle, powerful principles on how to earn and hold people's trust. The result is reduced conflict, strengthened customer loyalty, and recharged team spirit.

Participants learn the Influence with Ease® approach to:

- Enhance people's perception of you by 12% by using a two word phrase more often (hint: it's not please or thank you)
- Meet and exceed the 7 top customer expectations
- Move beyond repeat business to create loyalty (there is a difference; especially with internal service)
- Avoid 5 common expressions that unwittingly raise scepticism in others
- Connect with clients at a deeper level by expressing your 'grand intention'
- Tap the 'humility advantage' to influence without pushiness
- · Convert an upset person into an advocate of your services
- · Break bad news to others without creating hard feelings
- Prevent miscommunications that lead to stress and work overload
- Boost communication skills both at work and in your personal life
- Recharge your spirit and brighten your interactions with others

Whether your team members deal with external customers or internal coworkers you'll discover valuable strategies that generate immediate results.



LORENA PAHL

GENERAL MANAGER 5030-50 STREET, LACOMBE, AB T4L 1W8 T. 403-782-8022 • F. 403-782-5514 lorena.pahl@seed.ab.ca www.seed.ab.ca Do you have an idea for a Seed Plant News story? Is there something you would like to see featured in this publication?

Please send your ideas, submissions or feedback to Lorena Pahl at lorena.pahl@seed.ab.ca or phone 403-782-8022.

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