



## **Draft FDFA STANDING COMMITTEE'S & MANDATES 2011**

### **Government Affairs Committee:**

The Government Affairs Committee will support the Board by developing and articulating policy positions on issues of importance to the land border duty free industry, and by working to create a positive business environment for the FDFA, its members and for economic benefits for Canada, as espoused in the Federal Government's duty free program objectives. Though due to licensing and regulatory requirements this work has historically been focused on federal issues, the board and committee should not be precluded from dealing with provincial, regional, local or international issues, particularly those that hold potential to eventually impact all FDFA members.

### **Gold Standards Committee:**

The FDFA adopted the Gold Standards Program to promote retailing and service excellence within the land border industry, to enhance the industry's image with customers, promote industry growth, create positive excitement and media attention and support government relations efforts towards self-regulation. In a nutshell, the objective is to promote business excellence among our members. The Gold Standards Committee is responsible for developing and articulating policy enhancements for Board approval, and subject to Board direction overseeing the annual implementation of the program.

### **Convention Committee:**

The Convention Committee will support the Board by overseeing the planning and implementation of the FDFA's annual convention. Committee work focuses on intelligence gathering toward policy, not decision-making unless expressly stipulated by the Board. As part of this process the committee will – based on strategic objectives, constraints and controls set by the Board – identify issues, research alternatives and present committee recommendations to the Board for review and approval. The mission of the convention is first and foremost to provide solid business benefits of FDFA membership to both Active and Associate members, which can come in the form of business meetings, professional development and interactions at social functions. A secondary, but important objective of the convention is to generate revenue to support effect and efficient FDFA operations.

### **Supplier Committee:**

The Supplier's Committee is a means for supplier members to have a voice and provide the FDFA feedback on issues of concern related to the operation of our Annual convention, their member benefits and other matters, as the FDFA Board of Directors mandates.

This Committee will have approximately five to ten supplier members as active committee members, and should represent the various categories that are sold within the duty free industry.

For those interested in participating in this committee, please send your expressed interest to Laurie Karson of the FDFA at [lkarson@fdfa.ca](mailto:lkarson@fdfa.ca) or call her directly at 613-233-1946 – by the end of March 2009.

### **Professional & Business Development Committee:**

The Professional & Business Development Committee will support the board by identifying, analyzing and recommending specific business and marketing initiatives to assist the association and/or the members as a whole. The committee will support the Board by providing ideas, assessment of opportunities, research, and recommendations on how the FDFA can better fulfill its overall mission. Such areas that the Committee will review include; educational programs to its members on specific business or industry issues/solutions, communication of industry specific topics to customers, national promotional programs and marketing of the industry, and reporting/analysis of innovative business opportunities. These key objectives are meant to assist all members in their common interest to increase profitability and industry awareness.