Executive Leadership Symposium Advisory Committee

Committee Objective: This Executive Leadership Symposium Advisory Committee provides strategic guidance and promotional support to the Center for Growing Talent by PMA Executive Leadership Symposium.

Executive Leadership Symposium Objective:
To enhance strategic leadership skills of produce and floral industry executives by stimulating the innovative thinking and strategic understanding of leadership concepts while providing a forum for relationship building and sharing of best practices.

Committee Member Skills, Attributes and Prerequisites:
- Must have attended this event at least once, and have knowledge of the Executive Leadership Symposium program and target audiences.
- Must be a senior executive who has the ability to define and lead strategy in their organizations and affect change. One of the top 3 – 4 positions within your organization.
- Commitment to the vision, mission and goals of the Center for Growing Talent by PMA, specifically the Executive Leadership Symposium and an understanding of the Center for Growing Talent by PMA as a charitable foundation.
- All committee members must be active PMA members and contributors to the Center for Growing Talent by PMA Industry Talent Fund.

Roles and Responsibilities:
- Champion, actively promote and attend Executive Leadership Symposium.
- Provide speaker and sponsor recommendations.
- Validate program and topic direction.
- Provide industry orientation to speakers and facilitators when appropriate.
- Help to develop/hone marketing messages.
- Assist with viral marketing and personal outreach.
- Provide input on ways to reach registration goals and sponsorship targets.
- Participate in the Executive Leadership Symposium.

Committee Composition: 10 to 12 members:
- Balanced representation across key segments of the produce industry supply chain.
- A member of the Talent Development Committee will serve as an ex-officio member of this Task Force to ensure the connection to the Center for Growing Talent by PMA mission.
- This committee will function as a group with a chair or two co-chairs.
Commitment:
- Participate in conference calls on an as-needed basis (3-4 per year).
- Participate in email exchanges.
- In person meetings are not anticipated, but if they are deemed necessary, costs associated with these person meetings (airfare, ground transportation, lodging, telephone, etc.) will be the responsibility of the Advisory Committee member.

Term Limits:
- Chairman (or Co-Chairs) appointed for two-year term, ideally with a staggered rotation.
- Committee members may be appointed for up to three consecutive one-year terms.
- Terms are structured to ensure sufficient continuity.
- The ELS Advisory Committee members are selected through recruitment and the PMA annual volunteer application process.
- The ELS Advisory Committee’s one year terms are linked to the date of the program; therefore, they begin the month following the conclusion of a program and end following the next year’s Executive Leadership Symposium.

Relationship with Other Center for Growing Talent by PMA and PMA Leadership Groups:
- Works with the Center for Growing Talent by PMA team and the appropriate Education and Events staff.
- Reports to the Center for Growing Talent by PMA Talent Development Committee. The liaison for this Task Force will be the Program Director of the Center for Growing Talent by PMA.
- Collaborates with other Center for Growing Talent by PMA and PMA committees as necessary.