



IVSA Special Announcement

Recently the IVSA Executive Board of Directors and Staff have been looking at strategic planning to grow the IVSA and better serve the membership in BC and Alberta. Key areas have been identified to help drive value for membership, a stronger presence in Alberta and increased operational efficiencies. As a result, the IVSA Executive Director position is being restructured to address the evolving needs of the association and membership.

A revised IVSA management position will be created with a focus on marketing, membership relations, social media, and communications. A committee of directors has been assigned to develop a mandate for the new communications position, post the opening, and plan for eligible candidate interviews. The board committees will continue to work directly with senior business leaders and with government officials.

To coincide with the restructuring, Richard Loewen will be leaving the IVSA Executive Director's position effective July 31st, 2017.

In his tenure as Executive Director, Richard has developed strong and meaningful relationships with all levels of government, at the BCLDB and AGLC, as well as industry related partners and associations. He has been a valuable and integral part of the IVSA as Executive Director, as well as his many years prior as an active participant and volunteer as part of the IVSA Board of Directors.

Our deep thanks to Richard for the impact he has made at the IVSA and for all his efforts and contributions to the industry on behalf of the IVSA members.

Sincerely,

Brian Berry,
President, Import Vintners & Spirits Association