

WHAT DOES A DIRECTOR DO?



The board of directors is responsible for the [QPMA mission and values](#). In the final analysis, the board reports to the association even though it delegates management authority of the organization to the CEO and the executive committee. So, the directors work together for the development of the fresh and processed fruit and vegetable industry in Quebec.

They must ensure that QPMA activities meet set objectives. They adopt a budget and policies that will frame the work of the management team to ensure that the competence and integrity of the team are maintained. They contribute to the improvement of operational plans and offer their network of contacts to help in raising funds and building partnerships

More specifically, the role of a director is to:

- Become familiar with the rules of the association.
- Make sure the rules are up to date.
- Be a spokesperson for QPMA values and work to accomplish its mission
- Attend meetings regularly and exercise their right to speak.
- Attend regularly the QPMA meetings and exercise his spoken right:
 - Participate in Annual General Meeting
 - Attend Special Meetings
 - Attend Board Meetings.
 - Attend and bring his expertise to Committee Meetings:
 - Government Relations and Public Affairs,
 - Promotion of the I Love Fruits and Veggies Movement,
 - Member Services, Internal Communications and Events,
 - Various networking activities,
 - Next-Generation committee,
 - Punctual Working groups,
 - Sectorial committees if needed.
- Recruit:
 - new members.
 - Partners and sponsors for networking activities,
 - advertisers for the QPMA calendar, and the promotion of fruits and veggies,
 - candidates for the QPMA programs: Cultivating the Next-Generation, Pilar of the Quebec produce industry, I Love Contest and Mentorship...
- Promote the “I Love Fruits and Veggies” Movement and its contest.
- Promote and/or take part in QPMA activities:
 - Oyster Party,
 - Spring Festivities Evening,
 - Next Generation Event,
 - Industry panels and business meetings
 - Webinars and virtual events,
 - Golf Tournament,
 - Convention.