



**EDMONTON'S  
WOMAN'S SHOW**

April 13, 14

**ARFEX**

April 10,11 Calgary  
ARFA  
780-444-9496

**Grocery Showcase**

**West**

April 21-22  
Vancouver

**AFPA ANNUAL  
GENERAL  
MEETING**

May 31 Edmonton  
Watch your mail for  
registration  
information early  
April!

**SPRUCE  
MEADOWS**

June 7-9 Come see  
the AFPA pavilion

**LEADERSHIP  
DEVELOPMENT  
TRAINING  
PROGRAM**

Begins Sept. 2002  
Janet@afpa.com

**FEASTival of Fine  
Chefs**

Sept. 11, 2002  
Mark your calendar!  
Tickets are now  
available.  
Contact either AFPA  
office.

**AFPA**



780-444-2272  
403-201-3657  
[info@afpa.com](mailto:info@afpa.com)



**NEW PRESIDENT/CEO WANTS TO MAKE A  
DIFFERENCE. . . .**

Mr. E.B. (Ted) Johnston became AFPA's new President on April 2<sup>nd</sup>. Ted gained his food industry experience as the founding President of Loblaw Co's Superstore division in Ontario & as the President/CEO of Smitty's Super Valu Inc. in Phoenix, Arizona. With MMG Management group out of Montreal he operated 36 full service restaurants in addition to a number of Tim Horton's, Pizza Hut Express & KFC franchises. Ted can be reached in the Calgary office at ext. 27 or by e-mail [ted@afpa.com](mailto:ted@afpa.com)

**SPRUCE MEADOWS EXHIBIT OPPORTUNITY**

June 7-9, 2002 we are invited back to exhibit, demo & in some cases sell Alberta products at the National Tournament, space is limited. Contact Melody ([melody@afpa.com](mailto:melody@afpa.com)) if interested in receiving registration information. If you wish to participate you must have a manned booth for all hours of the show (noon-9pm on Friday & 10am-6pm Sat./Sun.) & be prepared for approx. 1,000 samples/day. Booth cost is \$250+gst & will include a skirted table, chair, 1 standard outlet, company sign, parking & admission.



**LEADERSHIP  
DEVELOPMENT TRAINING  
PROGRAM**

**Starts in Edmonton**

**Sept., 2002! Call now for details, 20 spots  
available!**

**As food industry leader, you must:**

- successfully attract and retain workers
- motivate a diverse workforce to achieve consistently higher levels of productivity
- provide a culture in your organization that produces more enthusiasm and cooperation
- implement innovation to keep your organization competitive in a global marketplace

A good leader does these things with ease! To learn how come grow with us. . . .

*If you are looking for an opportunity to grow your leadership skills, consider our tailor made program with colleagues from the food industry.*

A program brochure is available on the web at <http://www.afpa.com/iww/> or call Janet 403 201 3657 x22 or [janet@afpa.com](mailto:janet@afpa.com)

**MISSIONS**

There is still time to sign up, we need more participants to organize a cost-shared venture contact Arnold 780-444-2272 x227 or [Arnold@afpa.com](mailto:Arnold@afpa.com)

- FMI Tradeshow – Chicago May 5-7
- National Restaurant Association Trade Show – Chicago May 18-21
- International Dairy-Deli-Bakery Association Tradeshow – Orlando June 2-4

**AGRI-FOOD PROCESSING ASSISTANCE**

NEW product or NEW market? This financial assistance program is designed to support growth of processors in sharing the risks of introducing new products or in entering new markets. Apply today! [melody@afpa.com](mailto:melody@afpa.com) or [www.afpa.com/pro/costshared.shtml](http://www.afpa.com/pro/costshared.shtml)

**CALGARY AIRPORT DISPLAY**

Improve visibility & showcase your products, there is still space available in our newly constructed cabinets. Our display is located in concourse A which is a primary terminal for both domestic & international travel. Trivision billboards as well as product display opportunities. Time frames are flexible and can fit any budgets. Contact [melody@afpa.com](mailto:melody@afpa.com) for more information. To view the display visit [www.afpa.com/pro/airport.shtml](http://www.afpa.com/pro/airport.shtml)

**FOOD FOR THOUGHT TV**

The Food for Thought TV program will once again air on Global TV stations across Alberta on May 1, 2002 at 7pm. The AFPA section has been extended to feature even more members' products thanks to Growing Alberta. Please tune in.



**NEW AFPA MEMBERS**

- ❖ **Alke's Enterprises** 780-910-5032  
Manufacturer of the ultimate novelty products, assembly of "The Proverbial Lump O' Coal".
- ❖ **Beaumont Select Corp. Inc.** 403-250-9105  
Food Processor, perogies, pizza pops, baked goods
- ❖ **Wolfe Honey Co. Inc.** 780-925-2463  
Organic Honey/Beeswax

**WORKPLACE LANGUAGE TRAINING  
COACHING & CONSULTING**

See attached.



----- **sourcing capital**

need cash to expand your food processing operations? Contact us at:

**Edmonton: (780) 415-1216**  
**Calgary: (403) 297-6281**  
**Camrose: (780) 679-1311**  
**Lethbridge: (403) 381-5240**  
[www.agric.gov.ab.ca/afsccommercial](http://www.agric.gov.ab.ca/afsccommercial)

----- **AFSC COMMERCIAL**  
*capital, connections and ideas that bring results*

## WORKPLACE LANGUAGE TRAINING COACHING AND CONSULTING

NorQuest College consultants are once again available to work with you and your employees. We are focusing on finding ways to improve reading, writing, oral communication and numeracy skills of workers. We recently worked with one AFPA member company to rewrite their safety orientation program in plain language. We are helping another company to design training that will help workers 'buddy train' more effectively, and suggesting ways another company's orientation training can be improved.

We are only a phone call away and can help you in the following ways:

### Plain language

- revision of workplace documents and materials to make sure all employees can easily understand them.
- recommendations for creating future plain language documents.

### Training

- assessment and help with your current training programs.
- developing curriculum and strategies for future training programs.

### Essential skills

*Note: Workplace essential skills include reading, writing, oral communication, workplace document use, working with numbers, and computer use.*

- develop strategies for improving oral communication in the workplace.
- develop strategies for working with English as second language workers.
- tutor individual or small groups of workers to increase their essential workplace skills.
- advice on how to work with essential skills issues in your training.
- deliver workshops and seminars to promote cross-cultural understanding and awareness.

For More Information Contact:

Patrece Harasymuk, Northern Alberta  
(780) 718-2127  
[patrece@hotmail.com](mailto:patrece@hotmail.com)

Lorene Anderson, Southern Alberta  
(403) 247-3308  
[lorene.anderson@shaw.ca](mailto:lorene.anderson@shaw.ca)

OR

Janet Henderson, Vice-President of Training and Development  
AFPA  
(403) 201-3657 ext. 22 [janet@afpa.com](mailto:janet@afpa.com)