

## Leader in ag marketing speaking here

Comox Valley Echo  
Friday, April 28, 2006  
Page: A3  
Section: News  
Byline:  
Source: Comox Valley Echo  
Idnumber: 200604280005  
Edition: Final  
Story Type: News  
Length: 343 words

Among the many economic generators in the Comox Valley, agriculture is a sector with a flourishing momentum. The Comox Valley Economic Development Society (EDS) has named this sector as a key focus in their strategic plan, and is bringing together experts from the field as they implement the plan.

One such expert is Kim McConnell President and CEO of AdFarm, a Calgary based advertising and public relations firm which specializes in agriculture. McConnell is the keynote speaker at the upcoming EDS Annual General Meeting this Thursday May 4, 4:00 pm, Comox Band Hall.

McConnell is a well-known leader in agri-marketing and will speak about his passion for agriculture, his thoughts on the future of Canadian agriculture, and the process and importance of marketing this sector to prospective customers and companies on a national and international scale.

"It is very clear the Comox Valley has incredible agricultural product. As locals, we are aware of this, however outside of the Valley, this product is not on the radar as it could be with potential buyers and agri-investors," said John Watson, the Economic Development Officer with EDS, "Mr. McConnell's vast experience and knowledge brings to light the unique position and prospects for the Comox Valley. He understands the value of marketing the sector and what that marketing can mean for the producers and the Comox Valley's economic well being."

AdFarm was awarded the Best Places to Work award in 2006 by Canadian Business. In his talk, McConnell will speak to the value of creating dynamic workplaces that empower their employees. For AdFarm, the success of the agency and staff can be linked to small differences like employees business cards not listing job titles (including the COEIs) to promoting flexible working hours, from brightly coloured offices to the agency itself operating two farms on leased land.

The EDS Annual General Meeting will also include reports from the Business Retention and Expansion Committee, Business Facilitation Committee and the Investment Attraction Committee, in addition to the Annual Report from the EDS President Darryl Pippin, and Elections of the Board.

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