



GWFA News Release

April 21, 2015

Grey Wooded forage Association is pleased to announce Ginette Boucher as our new General Manager:

"We are very excited to have Ginette accept the position of General Manager of GWFA," says GWFA Forage Specialist, Albert Kuipers." Ginette brings strong business management and leadership skills to the organization and her decision making abilities are sound. Ginette has demonstrated a strong ability in financial management and in raising much needed matching dollars for GWFA. Ginette does an excellent job of development of sponsors, and building relationships. I believe her sales and marketing abilities are essential for our organization to survive and thrive. Ginette has a diploma in environmental studies from Olds College and is passionate about agriculture and the interactions agriculture has with the environment.

I am very happy to continue serving GWFA as Forage Specialist. I have been finding the management of our organization to be increasingly stressful, to the point of having a considerable negative effect on my health. With Ginette`s input and agreement, I proposed this change of roles as staff of GWFA at our last Board meeting and was pleased to hear that they ruled in favour of my suggestion.

These changes will make the best use of Ginette`s leadership, management and marketing skills. My skills and years of experience in extension of forage production and grazing management will be best used this way as well. I will be able to focus on providing you with lots of high quality information.

I truly believe that this decision is in the best interests of our organization. I look forward to being able to serve you and this organization better than ever before.

Albert Kuipers