



## What Happens When There is No Public Trust?

By Robert Mensies, Director of Client Strategy

6P recently had the pleasure of being involved in the Canadian Agri-Marketing Association's (CAMA) national conference on public trust. Robert, 6P's Director of Client Strategy and agri-business and food sector leader, and President of the Manitoba chapter of CAMA, was the host.

There is no greater challenge facing the agricultural and food industry than that of earning and maintaining the trust of the consumer. As a communications and branding company, we've worked with ag/food organizations throughout the value chain on many issues, including the very timely and important focus of earning and maintaining the trust of the public.

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## Prepping for a Conference

By Paul Provost, President of 6P

Events can be an important part of your organization's success. Whether it's a two-day conference, a consumer tradeshow or a lunch-n-learn seminar, there are multiple takeaways that come from attending these events.

On the surface, justifying attendance can be difficult when you consider the number of hours you or your associates will be away from your office; but if you plan and prepare properly, the benefits of stepping away from your desk and attending a convention far outweigh the lost production hours.

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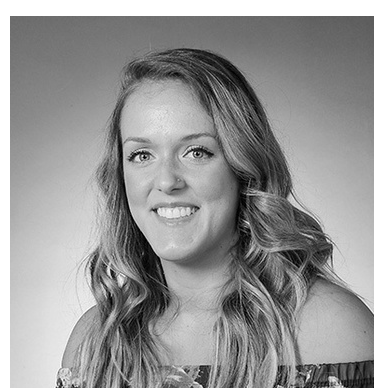
## Welcome Our Newest Team Members



**Jon Waldman,**  
Marketing Manager - Special Projects



**Stephanie Kowalchuk,**  
Marketing Services Manager



**Lisa Paillé,**  
Office Manager

## Welcome Our New Clients



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Our Public Trust Opportunity

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