

WCASV Update to CASV

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Hello Canadian Colleagues!

In October, I started the daunting task of filling Dr. Leigh Rosengren's very large shoes as WCASV President. I would like to thank Leigh for her hard work over the past 2 years and the forward thinking, out-of-the-box leadership she provided to our association in Western Canada.

The WCASV is in our 45th year as a group of friends putting on a high quality educational meeting. I say that somewhat tongue-in-cheek, as over the past many years we have also started receiving requests from various other institutions, organizations and groups to provide consultation, input and opinions on a wide variety of swine health topics. We strive to be the voice of swine health in Western Canada. To that end, over the past 12 months, the WCASV has been developing a strategy to legitimize our role within the Western Canadian Swine Industry.

Some of our process for developing the strategy included an organization SWOT analysis, members survey, and establishment of a KOL task force.

Ultimately, our process has culminated in the hiring of a professional Strategic Planner who spent a full day in January holed up with the WCASV executive in a meeting room to help us better understand the association's goals and help focus our attentions to move initiatives forward. The fruits of our labour just now coming to light and we hope to share our strategic plan with WCASV members at our 2019 Fall Conference.

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