



## Guild Outreach Committee

**Committee Description:** This committee aims to foster community, connection, information, and resource sharing among the grassroots networks of Guild and Guild affiliates who provide regional support for cheesemakers.

### Roles & Responsibilities:

- **What does the committee work on?** It meets every-other-month throughout the year for peer-to-peer learning and discussion. Each meeting discussion focuses on one topic, and topics are voted on and ranked by committee members. Topics covered over the past two years included:
  - Guild Membership and benefits
  - Revenue streams
  - A deep dive into how guilds bring value to cheesemakers
  - Creating educational opportunities for guild members
  - Leadership: sharing wins and getting help
  - Agritourism initiatives
  - Sponsorship strategies
  - Board recruitment and engagement
  - Building a Strategic Marketing Plan
  - Event features beyond the festival: tokens, goodie bags, guided tastings
- **What tasks do you complete each year?** We host round table, deep dive, and guest speaker discussions, focused on topics to help support and develop cheese guilds
- **Is any travel required?** No travel is required; with the exception of meeting in person annually at the ACS conference, all our meetings are virtual.

### Time Commitment:

- **What months are busiest?** Evenly split throughout the year
- **How many hours are generally expected of a committee member each month?** Typically we have a 1.5 hour meeting every other month
- **How long are members expected to participate on the committee?** Ongoing while serving as a regional guild leader

### Desired Skills:

- **Are there any skills that are required?** Committee Members should be leaders of regional cheese guilds or looking to start a cheese guild

### Current Meeting Schedule:

- The committee currently meets every other month, usually the last Wednesday of the month 4-5:30pm EST
- **How many meetings are required to attend?** n/a

Interested in joining a committee? Email us at [info@cheesesociety.org](mailto:info@cheesesociety.org)

