



## Guild Leaders Network

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

### Who we're looking for:

#### **Guild Steering Group Member (One person)**

Someone with experience in Guild Leaders Network calls to join the Steering Group. Responsibilities include attending one planning meeting every other month and one

#### **Guild Leaders and Guild Affiliate Leaders**

Do you lead a regional cheese guild or an organization that supports cheesemakers? If yes, you are invited to join our bi-monthly online meet ups for peer-to-peer learning and discussion. Each meeting focuses on one topic, 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 Guild Leaders Network currently meets every other month, usually the second Wednesday of the month Noon-1:30pm EST
- In addition to the bi-monthly meetings, the Steering Committee for the Guild Leaders Network meets two weeks after each full meeting to plan upcoming meet ups.
- **How many meetings are required to attend?** n/a

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

