



California Prune Board

California Prune Board Call for Letters of Interest

Response Deadline: Friday, May 20, 2022, 4:00pm PT

BACKGROUND: Created in 1952, the California Prune Board (CPB or Board) aims to amplify the premium positioning and top-of-mind awareness of California Prunes through advertising, public relations, promotion, nutrition research, crop management & sustainability research, and issues management. The CPB represents approximately 600 California Prune growers and 27 prune, juice, and ingredient handlers under the authority of the California Secretary of Food and Agriculture. Its mission is to unite growers and handlers in supporting the vitality of the California Prune industry and to foster a world passionate about the wonders of California Prunes.

PURPOSE: In 2019 the Board held a Staff Retreat where it set organizational and administrative priorities and identified goals (supported by the Board's purpose, mission, vision and values) to increase output and further improve the organization's forward momentum.

In preparation for a 2022 review of those priorities and goals, **the Board seeks the services of a firm who will work with the Executive Director to:**

- Facilitate a two-day off-site retreat with staff, contractors and others
- Conduct discussions related to the Board's mission, vision, purpose and values
- Review the current environment via various methods, to identify opportunities for improvement
- Assist in moving the Board's internal working environment from good to great

TIMING (dates are approximate):

- May 25 – 27, 2022: Hold initial discussion(s) with Executive Director to set expectations, discuss initial planning
- June 1 – 15, 2022: Conduct interviews of staff, contractors and others
- June 20 – 24, 2022: Develop agenda from baseline understanding of the Board; review it with Executive Director
- June 29 -30, 2022: Facilitate retreat in Grass Valley, CA

ESTIMATED BUDGET: \$10,000 – 13,000 (subject to review of winning proposal)

LETTERS OF INTEREST WILL ADDRESS: A description of the process/model used by the submitter to conduct a retreat; qualifications of your company; individual/organization experience facilitating for a state or federal marketing board, commission or council, or trade associations; and three (3) references.

RESPONSE DEADLINE: All Letters of Interest are due no later than **Friday, May 20, 2022, 4:00pm PT**. Submissions should be made via e-mail to contact@californiaprunes.org. Letters should be no longer than two pages in length. Notifications will be made by 5:00pm PT, Tuesday, May 24, 2022.

QUESTIONS: Questions about this solicitation can be directed to contact@californiaprunes.org.

EQUAL OPPORTUNITY: *The CPB prohibits discrimination based on race, color, national origin, religion, sex, gender identity (including expression), sexual orientation, disability, age, marital status, family/parental status, income derived from public assistant program, political beliefs, or reprisal or retaliation for prior civil rights activity (not all prohibited bases apply to all programs).*