



WORTH CONSULTING GROUP



~ *Putting 'Hands On' Experience To Work For You* ~

Ann Worth, President

Leveraging 20 years of experience in the Atlantic Canada business environment, a dominant investment of time in food processing, project and organizational management led **Ann Worth, President**, to the establishment and incorporation of **Worth Consulting Group** in 2005. Based in Bonshaw, Prince Edward Island with a global clientele, WCG provides professional consulting services to a multitude of private and public business organizations with a specialty in food, consumer products, arts, culture and tourism.

Ann's past experience as executive director of the Atlantic Canada Food Export Partnership and General Manager of the Prince Edward Island Food and Beverage Processors Association gives her considerable knowledge of food industry practices and regulatory and competitive environments. Ann has an in-depth understanding of marketplace conditions, the supply chain process, logistics, regulatory challenges and the global competitive environment. Ann's tourism roots also run strong with a post secondary education degree in Hotel / Motel Restaurant Management. Areas of study and work experience include hotel marketing and sales, export market development, communications, food and beverage management, business accounting, economics, and human resource development. A multitude of industry experience has been acquired with various international and domestic hotel / resort chains including Holiday Inns, Delta Hotels, Howard Johnson and Rodd Hotels and Resorts.

An ongoing commitment to professional education has facilitated a strong base of knowledge in marketing and across the past decade, export business development. Ann has been described as a leader who can bring people and process together to "make things happen". She has a keen understanding of the marketplace, supply chain processes and business development processes. She is able to build rapport and networks to accomplish primary and secondary goals and is often the driver of initiatives breaking new ground. Management skills, marketing prowess, a strong, personal drive and creative insight round out Ann's strengths. She has built productive working relationships, partnerships and organizations from the ground up while working across borders with public, private, and not-for-profit sectors.

As an Atlantic Canada food marketer, Ann has led 14 delegations on international trade missions to global markets, including the United States, Europe, Mexico and the Caribbean. She is also widely recognized as an accomplished competitive intelligence practitioner and has made numerous public and industry presentations on marketplace conditions, consumer trends and export readiness. With an ongoing mandate for food industry education, Ann has developed, organized and delivered countless training initiatives to the food industry throughout Atlantic Canada. Many of these educational conferences and workshops featured Trade Show components. A strong network of international supply chain contacts has evolved through multiple projects and trade experiences. Working closely with Consulates, High Commissions and Embassies, trade development project development and event management are key strengths she brings to each project.

Paula Laybolt, an associate of Worth Consulting Group has been working with Ann in a project support capacity first with the Atlantic Canada Food Export Partnership for four years and now with Worth Consulting Group. Paula's post secondary education degree in Hospitality Management and 16 years experience in the Tourism & Hospitality Industry have given her a great deal of industry experience. Paula also brings strong organizational, communication, event and data management skills to the project. Paula has played key roles in many aspects of the projects managed under the umbrella of the Atlantic Canada Food Export Partnership. She is capable and has a good depth of experience with third party logistics coordination. Paula will share many of the responsibilities and will be fully integrated into each project's tasks and activities.

To summarize, our project team is well rounded, complimentary and have:

- ❖ a strong knowledge and experience in event management and international trade
- ❖ a clear understanding of PEI Business sectors
- ❖ international project management experience
- ❖ an ability to establish relationships with numerous stakeholders
- ❖ excellent writing and verbal communication skills enabling partnering and solid international program development / logistics coordination
- ❖ experience and familiarity with project reporting requirements



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SERVICES WE OFFER:

Perform Strategic Assessments on specific Industry Sectors or Markets

Develop and Implement Strategic Business Plans

Develop and Implement International and Domestic Marketing Plans

Media Relations, Communications

Develop Export Market Entry Strategies

International Trade Event Management and Coordination

Training, Facilitation, Research Support

Project Management

Sponsorship Development

Proposal Writing Assistance



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PROJECT EXAMPLES:

- Provided Event Coordination and Logistics Management for the BioCluster Partner Initiative in Charlottetown, PEI
- Strategic Planning for the South Shore Tourism Group, PEI: In collaboration with Vision Quest and Revolution Media
- Provided Mentoring Services to 3 companies participating in the ACOA 2007 Women in Business Trade Initiative to Boston, MASS
- Food Industry Study: New Brunswick Food Sector for N.B. Federal and provincial government stakeholders : In collaboration with Baker Consulting
- Pre-Mission Training for 5 New Brunswick based I.T. companies participating in the WTCC ACOA Trade Mission for Youth Entrepreneurs
- Buyer / Supply Chain identification / Matchmaking for Atlantic Canada Food Companies in Florida in collaboration with Market Access International
- Cultural Sensitivities and Awareness Training: Mission to China
- Led development and delivery of Atlantic Canada food industry generic marketing research project.
- Partner delivered workshops on functional foods and nutraceuticals
- Developed and oversaw Project: U.S. Bioterrorism Act: Regulatory Compliance on CTPAT, Prior Notice, Food Facilities Registration to the Food industry and the Trucking industry in Atlantic Canada
- Retail promotions with assorted Canadian retailers for PEI Food and Beverage Processors
- Restructuring and Development of the Buy PEI Program, a domestic marketing promotions program

Worth Consulting Group has also completed numerous projects for private sector companies. Specific activities are confidential but we would be pleased to provide references as well as general detail on our experiences in working with private sector companies.

CONTACT US:

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