



The Global Shea Alliance  
GSA Secretariat Office  
Osu, Accra, Ghana  
Executive Committee Meeting (Bi-Annual)

Minutes  
6<sup>th</sup>, September, 2013  
9:00 a.m.

EC Members Present:

Salima Makama, EC President  
Moumouni Konate, EC Vice-President  
Kadijatou Lah, EC Member  
Antoine Turpin, EC Member  
Senyo Kpelly, EC Member  
Sidiky Aboubacar Sanogo, EC Member  
Bilkisu Magoro, EC Member  
Gilles Adamon, EC Member  
Brian Wittnebel, Advisory Board Member

EC Members in Absentia:

Mark Davis, EC Vice-President

Secretariat Staff Present:

Joseph Funt, Managing Director  
Aaron Adu, Assistant Director  
Hannah Amichia, Project Manager  
Doris Anum-Dorhuso, Finance Director  
Prince Nunoo, Member Coordinator  
Shine Aidam, Administrative Assistant  
Korotoumou Mariko, Finance Department Intern  
Sonia Slavinski, Peace Corps Coordinator

- I. Call to Order: The meeting was called to order by the president, Salima Makama, at 9:10 a.m., followed by welcoming statements and introductions of all those present.
- II. Agenda Item: Introductions and 2013 Performance Review

Managing Director, Joseph Funt presented the activities and performance of the Alliance since last year's September EC meeting. The presentation highlighted the steps the Alliance has taken toward achieving strategic goals, including growth in membership, project support in collaboration with national associations, launching of a new website, formation of quality and sustainability working groups, the international conference in Abuja, and the North American Conference in New York. Fundraising by the Alliance grew almost 250%, from \$350,000 to \$1.2 million due to increases in grants, sponsorships, and donations.

- a. Discussion/Action: **GSA One Year Results.** It was suggested that the Alliance should map where quality training (ICCO grant) has taken place, and divide it into zones so that we know where to focus. The EC would also like to review the breakdown of total members by country.



### III. Agenda Item: Activities and Executive Committee Approval

The promotion activities of the GSA were discussed at length, focusing on the GSA annual international conference. Firstly, the EC unanimously approved the Cote d'Ivoire proposal to host the 2014 conference in Abidjan. The EC member from Cote d'Ivoire assured the EC that the national association was prepared to assist with hosting the event, and an appropriate location has already been identified. The EC also discussed opportunities for other promotion activities worldwide. It was agreed that GSA should continue to focus efforts in the US and specifically promote the progress of our sustainability initiatives. The EC also proposed to explore a conference in Europe upon research and discussion with GSA members based in the region. The EC also suggests desk research and outreach activities for prospective GSA members in South America and Asia.

- a. Discussion/Action: **International Conference and Theme.** Dates of the conference will be March 24<sup>th</sup>-26<sup>th</sup>, 2014 in Cote d'Ivoire, with the theme, "The Industry Unites". The theme was approved by all members based on the progress of the GSA quality and sustainability standards to be presented at the General Assembly this year. The secretariat should also propose sub-themes to the EC in the coming weeks.
- b. Discussion/Action: **US Stakeholders Meeting.** Agreed that the US Stakeholders Meeting should take place. Proposed that an exhibition should be added to the conference in the US, similar to the one at the international conference. Also proposed at least two EC members should attend each GSA sponsored conference.
- c. Discussion/Action: **European Stakeholders Meeting.** The secretariat should research opportunities and discuss with members in the region regarding the importance and possibility of holding an a conference in Europe. The secretariat should then make proposal the EC for a final decision at a later date. Also proposed to research the possibility of aligning the GSA conference with other events and trade shows in Europe.
- d. Discussion/Action: **Promotion of shea in Asia and South America.** This effort was tabled. Prospective and current shea buyers will be invited from those countries to the Africa and NY conferences. Proposed to do a desktop research outreach to Asian and South American stakeholders.
- e. Discussion/Action: **Brand and media promotion.** Proposed that the Alliance should have a clear set of standards for engagement and promotional activities with international brands and retailers. Also proposed that we need to have a set of standards for the promotion upon adoption of the GSA sustainability program. The secretariat is to work with VP Mark Davis and others to present a draft of these guidelines to the EC for approval.
- f. Discussion/Action: **Quality and Pricing.** Collection and publishing of price information by the Alliance is suspended. The national associations should be encouraged to collect information on pricing for their members.
- g. Discussion/Action: **National Association Support.** The Alliance will assist Nigeria and Mali in establishing secretariats in the coming year. The Alliance will continue to support the development of secretariats in Ghana and Benin. The



Alliance will support quality campaigns in collaboration with national associations in Nigeria, Ghana, Benin, Burkina Faso, Cote D'Ivoire, and Mali. Proposed that the secretariat should reach out to stakeholders in Togo and encourage GSA membership and conference participation with the objective of national association development in the coming years.

- h. Discussion/Action: **Funding, Administration.** Proposed and agreed that EC members Konate, Lah, and President Makama will lead efforts in engaging ECOWAS to support GSA.

#### IV. Executive Committee Roles and Responsibilities

A Deloitte presentation was made on the roles and responsibilities of executive committees, for the benefit of new board members. Nominations and selection of subcommittee members took place after discussions on what would be expected of those individuals, and what backgrounds might be most appropriate for each. President Makama will participate in all three subcommittees and remain informed of their progress.

- a. Discussion/Action: **Formation of EC Finance and Audit Subcommittee.** The Finance and Audit subcommittee will include members Turpin (signatory), Konate, and Kpelly. The three will discuss and pick a chair for the committee.
- b. Discussion/Action: **Formation of EC Fundraising Subcommittee.** The subcommittee will include members Lah, Sanogo, and Magoro as well as VP Davis.
- c. Discussion/Action: **Formation of EC Membership Subcommittee.** The membership subcommittee will include members Sanogo, Adamon, and VP Konate.

#### V. Other Business

- a. Comment: A letter should be given to each person on a subcommittee that states that they are on the committee for their own records.
- b. Comment: Proposed that an EC delegation should visit Abidjan to support fundraising and other efforts prior to the conference.
- c. Comment: Proposed and approved that EC members are able to receive per diem to cover incidental expenses when on official GSA related travel.

- VI. Adjournment: EC member Magoro moved to adjourn the meeting and was seconded by EC member Turpin. The meeting was adjourned at 3:15 p.m. by President Makama. The three newly formed committees met after the meeting (Finance and audit, fundraising, and membership).