

Partnership Development Update: Katie Allen

January 2015-March 2015

Sustainable Peterborough can be proud to welcome new partners:

New Partners:

Basket Express: Locally owned premier gourmet and fresh fruit gift basket store.

Proforma Venture Two Marketing: Proforma is a solutions-driven graphic communications company with a history of success connecting brands with consumers. While some companies simply provide products, Proforma provides integrated solutions that deliver your message, change perceptions and drive sales.

Partnership Development Update:

Throughout January and February the main goal for partnership development was to connect with current partners to collect, and enter data to update the database. All data that was received, as well as information obtained through research was entered into the database, and provided for the 2014 report card data pool.

The master partner list has been updated with all new and current partner contact information. This process will continue to be ongoing.

Moving forward, I will focus on reconnecting with current Sustainable Peterborough partners to provide a decal, update on Sustainable Peterborough initiatives, and gather information for the new website. Data will be collected from the partner update meetings, and entered into the new database to keep each partners initiative information current.

I will continue to recruit, and set up meetings with potential new partners. It would be much appreciated if committee members have prospective new partners, to please send me their contact information, and I will connect with them as soon as possible. There is a higher probability for responsiveness if a previous connection has already been established.