

# **FDFA announces new strategy with appointment of advocacy firm and Executive Director**

By **Hibah Noor** on August, 21 2018 | Associations



Barbara Barrett will serve as the FDFA’s new Executive Director to ensure a “proactive and effective” advocacy voice in Ottawa and across the country

The Frontier Duty Free Association (FDFA) Board of Directors has unveiled a new strategic direction for the association to ensure a “proactive and effective” advocacy voice in Ottawa and across the country.

After an extensive review process, the Board endorsed the appointment of Impact Public Affairs, a nationally renowned association advocacy firm to represent the interests of the FDFA members and build opportunities.

Simultaneously, the Board of Directors appointed Barbara Barrett to serve as the association’s new Executive Director.

Commenting on the strategy shift, Abe Taqtaq, President, FDFA, explained: “The Board of Directors

listened to our membership. The clear message was to re-evaluate our representation and develop a coordinated government relations strategy to ensure our members' needs are met and to take the association to a new and higher level.

"This move is aimed at ensuring we proactively create the regulatory environment for our members' long-term success and growth."

Impact Public Affairs has 20 years of experience in building advocacy campaigns for trade associations with a specialty in the retail and small business sector.

Impact is also known for building partnerships with association leadership to support member retention and recruitment. It is the only advocacy firm to win the Canadian Society of Association Executive's award for business excellence to national associations.

Said Taqtaq: "The Board is equally excited to bring Barbara Barrett on board to quarterback FDFA efforts. Barbara and our team will be imbedded in Ottawa with Impact so that they can provide members with a full range of lobbying, communications, media and social media support."

Barrett brings over 20 years of high-level public affairs expertise to the FDFA. She has held senior leadership and executive roles for Jaguar Land Rover, a where she contributed to record sales and media results.

Barrett has worked as the Canadian communications lead with corporate leaders in the UK and the US and has implemented and developed communications strategies to leverage global sponsorship programs with Formula One Racing, Invictus Games, the Canadian Cancer Society and First Nations groups.

Said Barrett: "The Frontier Duty Free Association has a great history of fostering a highly competitive Canadian land border duty free industry that is vibrant, creative, progressive and best-in-class among land border and airport duty free retailers around the world. We will build on this history and make sure we have a world-class industry representative, moving forward."