**Marketing & Sales Committee Conference Call - Minutes**

**Monday, January 28, 2019**

1. **Present on call:** Amanda Steffen, Chris Corcoran, Karen Harrington, Kasey Wahl, Blaine Maddin, BenSaukko, Cassie Geske and Sharon Sheldon

**Note:** we need a new chair since Cassie is leaving Angelica on Feb. 8

1. **2018 Marketing & Sales Summit - Feedback, Lessons Learned**
   1. Session Topics didn’t align to all presentations
      1. Pay attention to content/call for presentations well enough in advance for review (for December 2019 Kristin Mudd, TRSA’s Education Manager will handle this but task force members can also review if desired)
      2. Marketing metrics was good
      3. Great keynote and panel
2. **2019 Marketing & Sales Summit**
   1. Tentative dates; Dec. 4-5, 2019, possibly Nashville
      1. Committee would prefer it NOT be Nashville due to flight logistics, weather
      2. Sharon will take suggestions back to meetings manager: Orlando? Atlanta? Someplace near an airport?
   2. Content deadline is May 31, 2019
   3. Keynote and other speaker ideas – everyone is asked to think about this; Sharon will send out topics culled from the December event evals.
   4. 2019 Meeting Task Force
      1. Current members (thank you): Amanda Steffen volunteered; Karen Harrington, Jerry Martin and Ben Saukko had volunteered in December. Need a few more people…
      2. Schedule a conference call with TRSA education manager Kristin Mudd for resources some time in February.
3. **Status of Committee Mission Statement and webpage** 
   1. Ben’s draft: “Mission - *Leverage the expertise and experience of industry marketing and communications professionals to advance the interests of our members through the development of resources and programs that reflect our collective values, strengthen the industry, benefit customers and support robust growth. “*
      1. Suggestion to add reference to sales and collaboration
   2. TRSA website: Is the committee page up to date? [https://www.trsa.org/membership/committees/marketing-pr/](https://url.emailprotection.link/?a92jqzuooSfUh6lrgQ_cdBd8vKqo9P0ssKmc7qZ4A5psLDDBYwlH7poqNCyL9h6j_fERCk6b7kG4uJxHcPQrMLQ~~)
4. **TRSA Certification Animations**
   1. How to Promote Clean Green, HC Healthcare
   2. Committee Involvement in HC Food Safety

Need to review content and see what can be recycled.

1. **2019 Webinar Topics**
   1. Subjects and presenters
      1. Should we send email survey to members? – Sharon will forward copy of survey call for topics that Cassie had received for review
2. **2019 PR Strategies/Tactics for Promotion to Industry Customers and Prospects**
   1. Peer testimonials
   2. Local business media
   3. Trade/professional media
   4. Trade/professional associations
3. **Promotion of Existing TRSA Resources for Industry Customers**
   1. [Laundry Tour Planner for Healthcare Professionals](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2018/09/Laundry_Tour_Guide_092018.pdf)
      1. Hygienically Clean Certification for Restaurants & Hotels
         1. [Hospitality](http://hygienicallyclean.org/wp-content/uploads/2017/12/hygienic_trsa_hosp_standard.pdf)
         2. [Food Service](http://hygienicallyclean.org/wp-content/uploads/2018/05/HCFSR_Standard_051718_FINAL.pdf)
   2. ETSA Sustainability Infographics: [Hotels](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2018/10/ETSA-Hotel-Infographic-V3.pdf) & [Uniforms](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2018/10/ETSA-Workwear-Infographic-V2.pdf)
   3. [2015 Consumer & B2B Studies](https://www.trsa.org/resources/research/)
   4. Clean Green Whitepapers: [Restaurants](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2017/08/trsa-clean-green-restaurant.pdf) & [Hotel](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2017/08/trsa-green-hospitality-supply.pdf)
   5. [HC Food Safety Whitepaper](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2017/08/food-safety-whitepaper-041717.pdf)
   6. [On-Premises Laundry (OPL) Calculator](http://www.trsa.org/oplcalculator)
   7. [YouTube Videos](https://www.youtube.com/user/TextileRentalAssoc): Industry Process, Linen Loss Prevention
   8. Healthcare Whitepapers:
      1. Clean Linen Handling
      2. Textile Life, Loss and Replacement
      3. [Environmental Safety in Outpatient Care](https://j6ol83w7tgb34tz3l45dmou1-wpengine.netdna-ssl.com/wp-content/uploads/2018/03/Outpatient_Whitepaper_Final.pdf)
4. **New Business**

New chair!

1. **2019 Committee Meetings/Calls – Dates**
   1. 9th Annual Legislative Conference, March 27-28, Washington
      1. Agreed to meet in person in DC Mar. 27, 1-2 pm – will set up teleconferencing capabilities for those who can’t come to DC
         1. Group prefers to meet in person when possible, attach to other professional development events already on calendar
   2. Clean Show Experience, June 19-23 New Orleans
      1. There was interest in this; Sharon will discuss with meetings manager (Salita) to see if she has space for us in the convention center, etc.
   3. Future possibilities for in-person meetings:
      1. 106th Annual Conference, September 17-19, Boston
      2. Marketing and Sales Conference, December 4-5, location TBD
   4. Monthly teleconferences
      1. This was clarified to QUARTERLY
      2. Sharon will work on getting agendas out well in advance of meetings
      3. Is there a day of the week that works best? Preferred time for all time zones to comfortably participate in the calls?