**Marketing & Sales Committee Meeting & Conference Call**

**The Dupont Circle Hotel | 1-877-216-1555, passcode 301305, then #**

**March 27, 2019, 1:00-2:30 pm ET**

1. **2019 Marketing & Sales Summit**
	1. Date and location confirmed: Dec. 4-5, 2019, Tampa (Embassy Suites USF Busch Gardens)
	2. Content deadline for the Summit is May 31, 2019
	3. Keynote and other speaker ideas
		1. 2019 Meeting Task Force : Andy Feldman, Karen Harrington, Jerry Martin, Ben Saukko, Amanda Steffen
2. **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? Anything outdated that should come down?
		1. <https://www.trsa.org/membership/committees/marketing-pr/>
3. **2019 Webinar Topics – September or October presentation time frame**
	* 1. No longer “live” webinars - pre-recorded
		2. Existing TRSA Resources?
4. **Promotion of Existing TRSA Resources for Industry Customers –**

**(Email Sharon (****ssheldon@trsa.org****) for google drive access info)**

* 1. Clean Green Video - https://youtu.be/I-24iVCNRT0
	2. Laundry Tour Planner for Healthcare Professionals
		1. Hygienically Clean Certification for Restaurants & Hotels
			1. Hospitality
			2. Food Service
	3. ETSA Sustainability Infographics: Hotels & Uniforms
	4. 2015 Consumer & B2B Studies
	5. Clean Green Whitepapers: Restaurants & Hotel
	6. HC Food Safety Whitepaper
	7. On-Premises Laundry (OPL) Calculator -https://www.trsa.org/oplcalculator/
	8. YouTube Videos: Industry Process, Linen Loss Prevention - <https://www.youtube.com/user/TextileRentalAssoc>
	9. Healthcare Whitepapers:
		1. Clean Linen Handling
		2. Textile Life, Loss and Replacement
		3. Environmental Safety in Outpatient Care
1. **2019 Marketing Strategies/Tactics for Promotion to Industry Customers and Prospects**
	1. Peer testimonials
	2. Local business media
	3. Trade/professional media
	4. Trade/professional associations
2. **2019 Committee Meetings/Calls – Quarterly – Possible Dates**
	1. Clean Show Experience, June 19-23 New Orleans or just a June call if this doesn’t work
		1. Pending details from Salita Jones, TRSA meeting manager
		2. Is there one date better than others?
	2. 106th Annual Conference, September 17-19, Boston or just a September call if this doesn’t work
	3. Marketing and Sales Conference, December 4, 2-4 in Tampa
3. **New Business**