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

**Wednesday, March 27, 2019**

**Present at meeting: Chris Corcoran, Andy Feldman, Seth Gershman, Will Hacker, Karen Harrington, Mike Maley, Jerry Martin, Richard (also from Prudential), Chris Melchionni, Kasey Wahl and Sharon Sheldon. On call:** Ben Saukko, Amanda Steffen, Kris Smith (if others please let me know)

1. **Hygienically Clean Food Safety Video**
   1. Committee members do not recall project
   2. December meeting – members were told committee has no budget
   3. Mike Maley and Ben Saukko recommended Mike and Jerry get with their marketing teams to find out who would have an interest and can push the Hygienically Clean Food Safety Video. Can the animation and script from another video be tweaked without going back to the drawing board?
2. **Role of the TRSA Marketing & Sales Committee**
   1. Provide educational/training content development
      1. Committee questioned whether the committee could be consulted as to what trade shows are attended by TRSA. Some members expressed interest in supporting these shows with attendance, depending on the show.
      2. Seth and Will – will provide feedback on AORN show as both are attending
   2. Review of new and existing materials (in progress, see item V)
   3. Identify topics and speakers or authors for webinars, blogs, conferences and other events
   4. Maintain web site contents including roster, mission, objectives, etc. (updated as of 3/27)
   5. Staff liaison’s role is to assist in facilitation of agenda development, proposals and initiatives
3. **2019 Marketing & Sales Summit – Dec. 4-5, 2019, Tampa (Embassy Suites USF Busch Gardens)**

Task Force: Andy Feldman, Karen Harrington, Jerry Martin, Ben Saukko, Amanda Steffen

* 1. Task meeting to hone content will occur first week of May; deadline for content is May 31.
  2. Sales and Marketing tracks were well received so definitely keeping that structure; OK with longer networking breaks
  3. Keynote and other speaker ideas were shared
  4. Andy Feldman has an idea for a webinar hosted by Alice Hieman (Hieman and Miller connection). Subject would be best practices of tradeshow attendees and exhibitors – how to bring people to your booth – would need to get it organized ASAP
     1. Alice could also do a presentation at the December summit and this could be a lead in to that.

1. **Status of Committee Mission Statement and webpage - approved and posted to the webpage – thanks Ben!**

“Mission - *Leverage the expertise and experience of industry marketing and communications professionals to advance the interests of our members through collaboration and development of resources and programs that reflect our collective values, strengthen the industry, benefit customers, increase sales and support robust growth.“*

1. **2019 Webinar Topics – see item III(d), above**
2. **Promotion of Existing TRSA Resources for Industry Customers –ALL FILES LISTED BELOW (EXCEPTION: Youtube videos and other URLs) ARE AVAILABLE IN THIS DRIVE:** <https://drive.google.com/open?id=16N6Db5yHluVO82OYP35XXSlNFYOB54L8>
   1. **General – all markets**
      1. Linen Loss (2014): <https://www.youtube.com/watch?v=OKU_gYw3ibc&t=5s>
      2. Industry Process (2015): <https://www.youtube.com/watch?v=pOFWNOdmBqo>
      3. Clean Green Certification
      4. Clean Green Video (2018): - <https://youtu.be/I-24iVCNRT0>
      5. 2015 Consumer & B2 Studies (Fabrizio Ward)

Executive Summary - business-to-business-and-consumer-perceptions.pdf  
 [Business-to-Business – need to get access for this file](http://www.trsa.org/resources/research/business-to-business-survey/) [Consumer Survey](http://www.trsa.org/resources/research/consumer-survey/) – need to get access for this file

* 1. **Healthcare Market**
     1. Hygienically Clean healthcare video - <https://www.youtube.com/watch?v=TEhmEhLj7eM&t=3s>
     2. Healthcare Production Training

<http://trsa.peachnewmedia.com/store/seminar/seminar.php?seminar=107628>

* + 1. Laundry Tour Planner for Healthcare Professionals: Laundry\_Tour\_Guide\_092018.pdf

[Laundry Tour Planner for Healthcare Professionals: Checklist and Guide](http://www.trsa.org/document-request-plant-tours-healthcare-professionals/)

* + 1. On-Premises Laundry (OPL) Calculator –

<https://www.trsa.org/oplcalculator/>

* + 1. Healthcare Service Operations Manual –

<https://www.trsa.org/product/healthcare-service-operations-manual/>

* + 1. Precaution for Protection Video (English and Spanish)

<https://www.trsa.org/product/precautions-for-protection-handling-soiled-healthcare-linen-english-training-dvd/>

* + 1. Healthcare Laundering - Textile Services magazine archive series

<https://www.trsa.org/product/healthcare-laundering-textile-services-archive-series/>

* + 1. Life Cycle Assessment – reusables v disposable textiles: trsa-reusable-disposable-study.pdf
    2. 6 Cs of Handling Soiled Linen in a Healthcare Environment (video available in usb drive)

<https://www.trsa.org/soiledlinendrive/>

* + 1. Whitepapers/Brochures/Graphics

[Environmental Safety in Outpatient Care](http://www.trsa.org/resources/healthcare/environmental-safety-outpatient-care/) - Outpatient\_Whitepaper\_Final.pdf  
[Handling Clean Linen in a Healthcare Environment](http://www.trsa.org/handling-clean-linen/) - hygienic-clean-linen-whitepaper.pdf  
[Healthcare Textile Life, Loss and Replacement](http://www.trsa.org/healthcare-textile-life-loss-replacement/) – linen\_life\_healthcare\_-trsa.pdf

[Infection Risk of Healthcare Garments, Curbing the](http://www.trsa.org/scrubhelp/) - washing-scrubs-hygienically-clean.pdf  
[Quantifying Hygienically Clean Removes All Doubt](http://www.trsa.org/whitepaper-quantifying-hygienically-clean-removes-doubt/) - trsa\_whitepaper\_hygienically\_clean.pdf  
[Research Report: Healthcare Purchasing Practices](http://www.trsa.org/wp-content/uploads/2017/08/qp-healthcare.pdf) – qp\_healthcare.pdf

* 1. **Hospitality Market**
     1. Hygienically Clean Hospitality
     2. Hospitality Production Training

<http://trsa.peachnewmedia.com/store/seminar/seminar.php?seminar=107630>

* + 1. ETSA Sustainability Infographics: Hotels & Uniforms - ETSA\_hotel\_infographic\_v3.pdf
    2. On-Premises Laundry (OPL) Calculator - <https://www.trsa.org/oplcalculator/>
    3. How Green Linen Service Reduces Hotel Expenses (infographic)

<https://www.trsa.org/green-linen-service-reduces-hotel-expenses/>

* + 1. Using Certifications to Select Green Hospitality Suppliers  
       <https://trsa.org/wp-content/uploads/2017/08/trsa-green-hospitality-supply.pdf>
    2. [On-Premises Laundry Cost Calculator](http://www.trsa.org/oplcalculator/)
  1. **F&B Market**
     1. Hygienically Clean Food Service
     2. F&B Production Training Series - <http://trsa.peachnewmedia.com/store/seminar/seminar.php?seminar=107541>

[Media Information: F&B/Restaurant](http://www.trsa.org/resources/research/media-information/food-beverage/)

* + 1. 2014 for Restaurants - Clean Green Whitepapers: Sustainability: Finding the “New” Green in Your Restaurant Supply Chain
  1. **Industrial Market**
     1. Hygienically Clean Food Safety
     2. HC Food Safety Whitepaper - food-safety-whitepaper-041717.pdf
     3. HC Food Safety Animation Video – received approval to move forward 4/16
     4. Shop Towel Resources - shop\_towel\_fact\_sheet.pdf  
        Shop Towel Regulations - <https://www.trsa.org/advocacy/regulation/shop-towels/>
     5. Industrial/Uniform Production Training Series –

<http://trsa.peachnewmedia.com/store/seminar/seminar.php?seminar=107632>

* + 1. [How Uniform Rental Boosts Sustainability](http://www.trsa.org/how-uniform-rental-boosts-sustainability/) (infographic)
    2. [Life Cycle Assessment](http://www.trsa.org/resources/research/life-cycle-assessment/) - trsa-reusable-disposable-study.pdf

1. **2019 Marketing Strategies/Tactics for Promotion to Industry Customers and Prospects**
   1. Identify individuals/businesses/media/associations – Sharon will clarify with Joe as TRSA already has media/associations, etc.
   2. The PR agency that TRSA once used …status?
   3. Advertise in the TRSA Newsletter
2. **2019 Committee Meetings/Calls – Quarterly – Possible Dates**
   1. Clean Show Experience proposed meeting June 20, 9 am, any other time? (ARTA and ALM are both meeting on the 21st) Send notice out to see when folks can meet – would like to work on marketing plan for December summit
   2. 106th Annual Conference, September 17-19, Boston or September teleconference
   3. Marketing and Sales Conference, December 4, 2-4 in Tampa
3. **New Business – Use LinkedIn to help market (Sharon will talk to Jason, Manager of Digital Media)**
   1. Proposal - Use TRSA’s LinkedIn page to create a marketing and sales committee group or post page /Post all events/news and link to group/Marketing and Sales committee will push out