**Marketing & Sales Committee Conference Call**

**1-877-216-1555, passcode 301305, then #**

**June 27, 2019, 2-3 pm EST**

1. **2019 Marketing & Sales Summit**

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

* 1. Dec. 4-5, 2019, Tampa (Embassy Suites USF Busch Gardens).
  2. Update of task force work, Kristin’s progress and additional support needed.

1. **Hygienically Clean Food Service Video and Script**
   1. The new HC-Food Service certification video will be based on the HC-Healthcare video:

<https://www.youtube.com/watch?v=TEhmEhLj7eM&t=3s>

* 1. Need volunteer(s) to work on editing the HCH script and video.

1. **TRSA Resources by Market – getting the word out**
   1. TRSA has a marketing intern this summer, so we are having him review the resources and craft draft marketing plans, which I will distribute to the committee for further email discussion.
2. **2019 Committee Meetings/Calls – two remaining for 2019:**
   1. @ 106th Annual Conference, September 17, 2-4 pm EST, Boston or September teleconference
   2. @ 2nd Annual Marketing and Sales Conference, December 4, 2-4 EST in Tampa
3. **New Business?**

Reminder – all resources for this committee is in this shared drive:

<https://drive.google.com/open?id=16N6Db5yHluVO82OYP35XXSlNFYOB54L8>