



## **TRSA Marketing & PR Committee**

March 17, 2016

1:30 pm – 4:30 pm

Gaylord National Resort, Washington, DC

- I. Welcome and Introductions
- II. Previous Meetings/Minutes (Meeting 2/11; Teleconferences 3/19, 6/12, 9/21, 1/8)
- III. Webinars
  - a. Previous Topics/Turnout
  - b. Future Topics
- IV. TRSA PR to Laundry Customers
  - a. 2015 Consumer Study
  - b. Recent Placements
  - c. Linen Finder campaigns
  - d. Deliverables
- V. Laundry Customer Decision-Makers
  - a. Key D-Ms and Influencers
  - b. Customer Experience Management
  - c. Deliverables
- VI. Positioning Reusables vs. Disposables
  - a. Napkin Brochure
  - b. Other Deliverables
- VII. FR and Enhanced-Vis Garments
  - a. Made to Measure Articles
  - b. TRSA Standard Development
  - c. Other Deliverables
- VIII. Next Committee Meetings
  - a. June 24 Teleconference
  - b. Sept. 19-21, Phoenix (TRSA Annual Conference)
- IX. New Business
- X. Adjournment