

Marketing & Sales Committee Conference Call - Minutes
June 27, 2019

On Call: Andy Feldman, Karen Harrington, Jerry Martin, Emily Novotny, Kris Smith, Kasey Wahl and Sharon Sheldon (staff)

- I. **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
 - a. Task force call provided meeting manager Kristin Mudd with some good resources
 - b. Keynote will be Joel Landi (www.theperformancegroup.com). Will combine two presentations for us: *Business Partnerships* and *Success. You Can Achieve What You Believe*. The first covers the five most common mistakes that will kill a business partnership and the second topic is more motivational.
 - c. General Sessions will include:
 - i. *Facilitated Ideas Swap* – we will need facilitators for each table, then an overall facilitator to moderate the close of the session. As we get closer to the summit we can flesh out topics as we will ask for ideas to be submitted with the summit registration. Suggestions for this session:
 1. Plant first question as an ice breaker
 2. Schedule seats to keep markets separate
 3. Stories as to how you find customers/new business – entertaining and enlightening – gives everyone a chance as most everyone has one good story...
 - ii. *Strategic Partnership: Serving Your Customer's Customer* with Aldy Keene, Loyalty Research and Wiz Wyatt, Rourke & Company
 - iii. *Get Maximim ROI on Your Next Trade Show* (tentative, speaker pending)
 - iv. Closing Operator Panel – mid-size leading companies. Our committee can recommend potential speakers or Kristin will present a list for us to review. Anyone with connections should let Sharon or Kristin (kmudd@trsa.org) know.
 - v. Marketing Track:
 1. *Digital Marketing Strategies* (Similar to Jeff Wile's 2018 presentation, Kristin working on confirming a speaker)
 2. *Importance of Marketing "Environmental Sustainability"* (Kristin working on confirming a speaker)
 3. *Practical Applications in Marketing* (Kristin needs input for presenter on this topic)
 - vi. Sales Track:
 1. *Developing Revenue Pipeline* (Julie Thomas, suggested by Jerry as a replacement for LinkedIn since we were unable to secure a speaker from them)
 2. *How to Motivate and Retain a Sales Team* (Alice Heiman out of price range; Andy will text to see if we can record her or skype her in for a fee within our budget)

3. *Processing Innovation: Developing Internal SOPs to Align with New Products*
(Kristin contacting M+A Matting)
- vii. Busch Gardens Networking Outing – will set for close of summit on December 5

II. **Hygienically Clean Food Safety Video**

- a. Emily and Kasey have volunteered to be on the task force. Jerry suggested that the Hygienically Clean users group be contacted to see if we can add a few members from that group to work on the video. Sharon will contact certification manager Angela Freeman to see who we can recruit. Emily suggested additional food safety criteria such as anti-microbial rubber for mats and how holes for drainage may be an issue in trapping bacteria.

III. **Promotion of Existing TRSA Resources for Industry Customers – files are all in this drive:**

<https://drive.google.com/open?id=16N6Db5yHluVO82OYP35XXSINFYOB54L8>

- a. Summer intern is reviewing to create a base plan, will be distributed when complete for further review

IV. **Overall suggestion for TRSA events**

- a. All committee members who attend TRSA events have “committee member” ribbons affixed to their name badges to spur conversation and recruit additional members. Sharon will approach meetings manager Salita Jones with this idea as committee chairs currently have ribbons so we can just expand this program.
- b. All marketing and sales committee members should link with one another through LinkedIn.

V. **2019 Committee Meetings/Calls – Quarterly - two remaining in 2019:**

- a. 106th Annual Conference, September 17 in Boston or a September teleconference
- b. Marketing and Sales Conference, December 4, 2-4 in Tampa