



Agenda

Marketing & Sales Committee

March 30, 2022

12 Noon – 2 PM Eastern

Westin Old Town Alexandria

12-12:30 –Marketing & Sales Welcome & Recap

- Review Goals of 2022
- Update on Yes & Research
- Choose dates for 2022 Meetings.

1Q 3/30/22

2Q 6/15/22 Tentative

3Q 9/7/22 Tentative

4Q 10/25/22 M&S Summit Tampa FL

12:30-2 pm Include HR Committee to meeting

- Introduction & Objectives for 2022 HR/Marketing Task Force
- Review Timeline for 2022
- Develop Survey for HR
- Develop 2 videos that educate the public on the industry and why it is a great place to work, one for the higher/salaried level and one for hourly to be used via: community events, social media, digital media
 - Goal: Create awareness of the industry
 - Goal: Show industry as a safe, reliable, place to work