

Marketing/Membership Committee  
9/15/05

Barbara Metivier, Jennifer Napolitano-Lathrop, Barbara Swalm, Ralph Hendrix, Christy Hamilton, Christy Hillman

Barbara opened the meeting at 7:35 am.

**Change of Support**

From Rodney Mondor to Chris Hamilton and Ray Dumont.

Chris Hamilton will supply all clerical support. All changes to the website will go to the marketing department at 209 Deering Street through Chris. Our contact there is Amy Barnes. Chris will ask them to create link to the Corporate Partners site on the USM homepage under Alumni & Friends.

Ray will be more of a liaison since he serves on both the marketing and program committees. He is also the special events coordinator and creates the agendas for the breakfasts, so we should have better access to information about upcoming events.

**Follow up on 9/12 breakfast**

- Good turnout
- Barbara asked if attendance for each breakfast was tracked. Chris said that she routinely tracks attendance. The marketing committee will use this information to attract corporate sponsors.

**Objectives**

- The outline of the newsletter was discussed
- New tri-Fold Marketing brochure-Chris will send all members a draft
- We need to get a list of all Programs and Events so that we can market

***Complete Welcome Letter***

- Jim Milliken will send draft of new for us to review. Until then we will use the old one.

***Newsletter***

- There will be 3 per year: September, January and April
- Each will include recap of breakfasts, sponsors names, topics and number of attendees, write up of member companies (slated for 2005-2006, Barber Foods, Pro Search and Unum), student Partner names and updates and events.

***Communications***

For Breakfast: Flyers, Brochures, Power Point Presentations

Communications with other committees

Ralph and Ray will be our liaisons

We will get a list of all Programming so that we can effectively market them ie: breakfasts, events, basketball games, Alumni golf tournament

Tentative Upcoming event: November 1<sup>st</sup>-meet the Dean

## ***Membership***

There was much discussion regarding CP prices, it was decided that the fees would remain the same

## **Tasks Assigned**

*Recording Secretary*-Christy Hillman

*Guests*-Jennifer Napolitano-Lathrop

- Jen will contact each guest before each meeting and they will receive a red tag so that she can personally greet them at their first meeting. She will stay at the front table and greet them, then will follow up with them in one week.
- Corporate partner membership brochures will be handed out to them and displayed on the front table near nametags

*Newsletter*-open

*Breakfast PowerPoint presentation*-Connor

- Be sure all companies are represented (if they can supply logo)
- Include dates/topics of upcoming breakfasts
- Include slide on new members
- Continue to highlight sponsors
- CP Events
- Factoids

*Website*-Barbara Metivier

*Database*-Chris Hamilton

*Sponsors*-Christy Hillman

- Do sponsors get thanked for their sponsorships? We will thank sponsors at each breakfast
- Our goal is 3 or 4 sponsors for breakfast.
- Christy will call each member personally and ask for sponsorship.
- Sponsors will have their logo highlighted in the pre breakfast PowerPoint presentation, be thanked personally and have a reserved table.
- Prospects for May Sponsorships-Consigli Construction, Hewins Travel, Winter people, Baker Newman and Noyes and Berry Dunn McNeil, Parker
- The marketing committee will create a policy regarding sponsors and whether or not returning sponsors get priority
- We will also create a spreadsheet so that other sponsors know who they are sponsoring with
- Chris will send us a spreadsheet stating which companies have already committed.
- \$500 per sponsor

### *Recruitment-open*

- Focus on recruiting more law students-they will be the future Corporate Sponsors
- How do we let companies know that up to 3 people from each company can attend breakfast? This may net more committee members.
- We need additional members-Connor is referring a few students to Barbara Metivier
- Perks of membership include parking stickers, complimentary library card, reduced price tickets to games.
- Discussion about how to keep in touch with graduates, as they are the best source of new memberships
- Chris will talk to Tom Downing about a possible Discount to LIFELINE

### **Other**

- Joel Gold is looking for a CP to talk to one of his classes-Ralph will mention during announcements at next breakfast
- Ralph will begin acknowledging all new members at breakfasts
- Ralph will contact Tom Kane about coming back

### **Tabled**

- Posters: ideas include sponsoring a contest and involving the Art Department