

Marketing/Membership Committee
2/16/2006

Barbara Metivier, Jennifer Napolitano-Lathrop, Barbara Swalm, Jim Milliken, Conor McCormick, Christine Hamilton

Barbara opened the meeting at 7:35 am.

Follow up on 2/8/06 Breakfast

- Good turnout – six guests registered and three showed up
- Technical difficulties – did not delay presentations – will use Headlight for audio visuals for future breakfasts rather than USM Facilities equipment
- Christine will arrange with Headlight
- Barbara will check with Ralph about budget to cover this cost
- Jim will write letter that we can send to guests after they attend a breakfast (we will cc sponsor of the guest) – Jim will give letter to Ralph
- ASET is on agenda for March – sponsors include Memic, Flood Imaging Technologies, Wright Express

New Members

One new member this past month: Vines Technology – a welcome letter has already been sent

Jennifer is still working on new membership form.

Newsletter

Went out in January

Jim will work on brief articles for other new Deans

Next newsletter will include

- Dean article
- Company highlight (business profile)
- Student interview

Have targeted mid March to have article drafts

Jim will take responsibility for coordinating the newsletters with Christine

Did You Know?

Given out at 2/8 breakfast.

Jim Milliken and Bob Caswell will continue to produce these.

Christine will send out most recent *Did You Know* to the membership.

Membership

Barbara Swalm will put a piece in the “Blue Sheet” about joining the Marketing Committee – this goes to all employees at BankNorth

Non Profits

Will use low key approach – one on one. Need to suggest to rest of membership.

Alumni Group

Christine and Barbara Swalm will try to locate file and send to Barbara Metivier

Students

At next student meeting, Conor will ask students to join Committees.

Barbara M will draft note for students to encourage them to join Committees.

Logo

Reviewed possibilities for new Corporate Partners logo

Conor will “draft” a logo for our next meeting

Golf Tournament

So far, we have only been asked to recruit foursomes. We may also be asked to assist on the day of the tournament. Can the Alumni Group use ideas for the event, assistance with coordination, etc.? Christine will contact Elizabeth Huntley to see what Corporate Partners can do to assist with the Golf Tournament.

TASKS LIST

Barbara S

Will add invitation to BankNorth's *Blue Sheet* about becoming members of Marketing Committee

Barbara M

Will check with Ralph about budget to cover the cost of Headlight at breakfasts (\$450 each breakfast)

Will draft letter for students inviting them to join Committees

Christine

Will arrange audio visuals with Headlight for breakfasts

Will send file of Alumni information to Barbara M

Will contact Elizabeth Huntley to see what Corporate Partners can do to assist with golf tournament

Conor

Will draft a student interview for the March/April newsletter

At next student meeting, will ask students to join Committees

Will draft Corporate Partners logo

Jennifer

Will complete tweaking new membership form

Jim

Will write letter that we can send to guests after they attend a breakfast

Will work on another Dean article for the March/April newsletter

Will coordinate newsletter content with Christine (thanks, Jim)

Will continue *Did You Know* brochures in conjunction with Bob Caswell