

WCCA Marketing Committee

Jan. 6, 2014

Jeff Whetstine, Nancy Moore, Laurie Bowering, Karen Scanlon

Discussion items:

Review TBG amendment and marketing tasks

Program app? – not unless sponsored. Remind sponsors of this opportunity when communicating about fulfillment.

TBG follow up with free/discount registrations to get sponsors to send growers.

TBG provide marketing info on Kelburn and Dine Around

TBG ongoing communication with sponsors

TBG and CTIC communicate about registrations/coupon codes for sponsor registrations

FJ running ads. Will run electronic banner ads soon.

Glacier hasn't responded yet.

Need boilerplate copy recognizing sponsors and directing to website

Amir story leads sent to FJ and Glacier

Jeff meeting with FJ this week

LB still working on group travel discounts

ACTIONS

- TBG revise sponsorship and marketing/promotion tasks
- KS check Linked In for Jeff's volunteer post
- Elise draft boilerplate copy
- Elise and Jeff work on 600-800-word piece for SWCS, Agronomy Society articles
- Josie and Wade identify other events where we can promote WCCA
- Adam and Maarten identify other groups who can promote WCCA to their stakeholders
- Josie, Maarten, Adam identify CA story leads for Glacier Media
- TBG continue to investigate group travel discounts

NEXT CALL

Jan. 29 @ 11am eastern