

AGENDA | 4.0 (B) OUTREACH/COMMUNICATIONS TRACK

DATE: TUESDAY, OCTOBER 27, 2015

TIME: 2:45 PM – 5:00 PM

PLACE: THE HOTEL CONTESSA IN SAN ANTONIO, TX

ROOM: CEDAR

CO-CHAIRS: RICK RELES, KOHLER CO. (2012 THROUGH 2015)
KRIS ALDERSON, BRADLEY CORP. (2014 THROUGH 2016)

PURPOSE: TO FACILITATE PLANS TO EFFECTIVELY PROMOTE THE MISSION OF PMI, TO ENHANCE ITS VALUE AND CREDIBILITY, TO ATTRACT NEW MEMBERS, TO EXPAND MEMBER

Time		
2:45 PM	<p>4.1 Introduction and Opening Remarks / Antitrust Compliance Statement</p> <p>Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to this Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here.</p> <p>4.2 Announcements</p> <p>4.3 Approval of the October 29, 2014 Advocacy/Outreach Committee (now Outreach/Communications) Minutes (See Attachment 4.3)</p> <p>4.4 Approval of the September 17, 2015 Outreach/Communications Conference Call Minutes (See Attachment 4.4)</p>	<p>Reles/Alderson</p> <p>Reles/Alderson</p> <p>Reles/Alderson</p> <p>Reles/Alderson</p>
2:50 PM	<p>4.5 Special Presentation</p> <p>Laura Marlow, senior director, business development and strategic partnerships, CMD Group Derek Guffey, senior director of enterprise solutions, CMD Group</p>	<p>Marlow/Guffey</p>
3:10 PM	<p>4.6 Questions and Answers</p>	<p>Marlow/Guffey</p>
3:20 PM	<p>4.7 BREAK</p>	

3:40 PM	4.8	Social Media and Digital Communication Strategies Panel Discussion Moderated by Scott McDonald, vice president of marketing, Fluidmaster Inc. Panelists: <ul style="list-style-type: none"> • Martha Sprague, social media manager, National Association of Manufacturing (NAM) • John Mesenbrink, president, <i>Mechanical-Hub</i> • Wes Baerga, digital marketing strategist and client development, Vue Point Creative • Beth Livingston, WaterSense brand manager, Environmental Protection Agency (EPA) • Yvonne Orgill, chief executive, Bathroom Manufacturers Association (BMA) • Ashlei Cooper, editorial director, <i>PHC News</i> and <i>Plumbing Engineer Magazine</i> 	McDonald
4:45 PM	4.9	Next Steps / Priorities	Reles/Alderson
4:50 PM	4.10	Review of Purpose and Scope	Reles/Alderson
	4.11	Other Business	
5:00 PM	4.12	Summary and Close	Reles/Alderson