**Business Development and Marketing Minutes**

**October 25, 2018**

**1. Administrative:**  Meeting Began: 8:10 am - Meeting Ended: 9:24 am

**2. Attendance:**

Doug Marcheschi – The Daniel and Henry Company

Amy Henningfield – Superior Construction

Jocelyn McCray – Steel Cities Steels

Jessika Pokropinski – CompressAir

Lori O’Brien – Diversified Marketing Strategies

Andrea Pearman - NWIBRT

**3. Welcome/Announcements**

* Executive Committee had their meeting the evening before. It was shared that the Reliability Committee is went before the board to present their idea for next workshop which the board approved. Attached is their proposal/idea.
* Executive Committee approved increase in Banquet and Golf Outing prices, both of which have been the same price for 5 years. Companies taking advantage of the Partnership Packages in 2019 will not see an increase.

**4. Review of Recent Programs**

* Meet the Owner Event – Franciscan Hospital/Tonn & Blank tours in September were a success. Both tours were filled.
* Education Event – Tim Maley, Deputy Commissioner of IOSHA event on October 24th brought approximately 40 people. Very well received.

**5. Committee Updates**

* Purpose - Discussion on developing a mission statement for the committee. This will help companies understand the importance of the committee and getting people involved. Jocelyn will write mission statement and send out to committee for review.
* Outreach to existing members – Committee will reach out to every member of NWIBRT to reintroduce them to NWIBRT, the committees and how to be involved. An “outline” will be developed to make it easier for committee members to follow. Andrea will divide the membership list up between the committee members who volunteered.
* Partnership Package Brochure – Need to be updated. Andrea to take care of.
* Letter Development – Develop a letter on why, how and who can and should be involved with NWIBRT. Get more participation outside Safety Directors.
* Develop relationships with other organizations to cross promote or co-sponsor events. Suggestions were NIISSA and AIST.

**6. Developing Programs/Networking**

* Develop outline of events/programs for 2019. Suggestions were 4 – Meet the Owner Events/Tours, 2 Educational Programs, Monthly Pop-Up Networking Events and March Madness. A Manufacturers Event may also be developed next year.
  + - * + Meet the Owner Ideas

Notre Dame – Jessika to reach out

Steel – Jocelyn to reach out to Leeko Steel

Cargill – Jessika to reach out

Sullair/Venair – Jessika to reach out

Data Center – Andrea to coordinate when completed

Other ideas were Unilever, Albanese, American Licorice, Fronious, Monosol. All committee members are asked to keep thinking of ideas and begin reaching out.

* + - * + Educational Program Ideas

Active Shooter – Andrea to reach out to NIISSA

Cyber Security – Doug and Amy to work on presenters. This program can be co-sponsored with other associations.

* + - * + March Madness – When developing flyer for this event, really highlight the high level of networking that will be there as we are partnering with the RDC.
        + Pop-Up Events – Continue doing monthly.

**7. 2019 Event Outline**

* Please see attached Event Line Up.

**8. New Business**

* Have committee members forward NWIBRT Networking Event Flyers.

**NEXT MEETING DATE – December 6 at 3:00. Location – Superior Construction**