**Business Development and Marketing Minutes**

**September 6, 2018**

**1. Administrative:**  Meeting Began: 8:04 am - Meeting Ended: 8:43am

**2. Attendance:**

Doug Marcheschi – The Daniel and Henry Company

Aaron Jackson – Fluor

Amy Henningfield – Superior Construction

Tom Dombrowski – DLZ & Purdue Northwest

Jocelyn McCray – Steel Cities Steels

Kelsey Beshears – Diversified Marketing Strategies

Jessika Pokropinski – CompressAir

Brittany Fisher – CompressAir

**3. Welcome/Announcements**

* The Committee went around the table for introductions**.**
* Three new members to the committee were Aaron Jackson, Doug Marcheschi, and Brittany Fisher.

**4. Review of Recent Programs**

* Review of the Awards Banquet – 595 registered, with a net profit of about $600.
* Review of Golf Outing – 235 registered golfers, with a net profit of about $13,000 up from $11,000 in 2017.

**5. Current Programs/Networking**

* Tonn & Blank is sponsoring two tours of the new Franciscan Health hospital in Michigan City on Sept 12th and 19th.
* Fall Safety Seminar is October 18th at Purdue NW in Hammond.
* Influential Women of NWI Banquet is Sept 27th at Avalon Manor.

**6. Developing Programs/Networking**

* Calendar of Events for 2019
  + March Madness Event – Mar 21, 2019; 11a-4p; Buddy n Pals in Schererville
  + Safety Awards Banquet – May 9, 2019; 5-9p; Avalon Manor
  + Annual Golf Outing – July 19, 2019; 7a-4p; White Hawk CC
* **Meet & Mingle Pop Up Ideas**
  + Jessika Pokropinski suggested Sullair do another tour
  + Doug Marcheschi suggested having a simple pop-up event at local bars or restaurants. Simply market that the event is taking place and people can show up for networking.
  + Jessika Pokropinski will find date and location for December, Jocelyn McCray will handle October, and Kelsey Beshears will handle November.
  + Aaron Jackson suggested we do these regularly to promote consistently and growth with the events. We will aim for the first Thursday of every month.
* **Manufacturers’ Event**
  + The BDMC would like to put together an event similar to Airgas’s Open House and Beyond Safety—something in between those two in terms of size, vendors, speakrs, etc. A date or timeframe was not determined at this time.
* **Speakers for small seminars, talks, awareness classes – business side of things**
  + Each committee member was asked to supply content ideas and/or speakers they would like to see come in for small seminars/trainings to promote the business side of the companies within NWIBRT.
  + Some suggestions: Cyber Liability, Generational Divide, Insurance, Employment Practices Liability (including: sexual harassment; race, gender, age, sexual, religious discrimination; denial of promotion, wrongful termination).

**7. New Business**

**NEXT MEETING DATE – October 2018**