

Business Development Committee Meeting June 6, 2017

Meeting Details

- Date and Time: June 6, 2017, 10 am – noon
- Location: RESPECT Office
- Agenda:
 - I. Introduction of Members
 - II. Overview of RESPECT Program
 - III. Commodities Report
 - IV. Services Report
 - V. Marketing Discussion
 - VI. Future Meeting Schedule

Attendees

- Present
 - Tom Derzypolski, Chairman
 - Michael Cusick, Board Member
 - Jim Scarboro, Board Member
 - Ryland Musick, RESPECT
 - John McBride, RESPECT
 - Lindsey Boyington, RESPECT
 - Katie Mayo, RESPECT
- On the Phone
 - Shirley Balogh, ROC Chair
 - Sylvia Perez, LVIB - RESPECT Partner
 - Warren Davis, Board Member

Summary

- Tom Derzypolski kicked off the meeting and asked each board member to introduce themselves.
- Ryland Musick provided an in-depth overview of the RESPECT program and how it works.
- John McBride updated the participants on services and reviewed the information sheet provided in the agenda packet. He mentioned specifically the most recent contract - a call center with DEO - and the committee discussed some particulars of the contract set to begin in July. John also talked about lessons learned this year on service contracts.
- Lindsey Boyington discussed the RESPECT Commodities Team and explained each team member's role. She talked about marketing activities that RESPECT has engaged in and activities that worked and did not work. Lindsey spoke about DOH and how last year's targeted activities have paid off with increased orders

by DOH. This year the target is educational buyers. RESPECT has focused outreach efforts accordingly.

- The group collectively talked about easy and efficient marketing strategies including attention grabbing mailers and follow up strategies. Tom suggested to keep it light and have fun with mailers because that is memorable. The group also talked about sponsored posts on Facebook and promoting "Success Stories" of RESPECT contract workers. Tom suggested RESPECT pick about 20-50 key contacts and communicate with them multiple times. Measure and assess effectiveness after about 12-18 months.

- **Action Items**

- Incorporate sponsored posts on social media
- Create an attention-grabbing message with a call to action
- Gather 20-50 contacts to target

Next Meeting

- Date and Time: Early November, TBD