

## NAAE Marketing Committee Meeting - 12/7/17

### Members in Attendance:

Todd Thomas, Chair  
Kim Houser, Secretary  
Sherisa Nailor, NAAE Representative  
Mary Handrich-Grasee  
Robin McLean  
Krista Pontius  
SaraBeth Fulton  
Joe Linthicum  
Pat Dixon  
Chad Cruikshank  
Wes Crawford  
Troy Mayfield  
Joel Miller  
Deborah Stevens  
Jesse Bower  
Whitney Barnes  
Jessica Collins  
Lisa Oellerich  
Jason Vandivort  
Casey Lunceford  
Kristi Rothe  
Wylie Scalise  
Tim Uhlenkmp

The meeting was called to order by committee chair, Todd Thomas at 11:02 a.m.

### Data Collection and NAAE Workshop

Members that participated in presenting the NAAE data/advocacy workshop reported that there was positive feedback from attendees regarding workshop. Presenters showed all committee members the sources of data that was used at the workshop, the slideshow that was presented and the link that was used for all members to create their own advocacy document. It was requested that the member giving the Marketing Committee report at the regional meeting share this information with all members so the advocacy documents are available for all to utilize. The slideshow and links are available on the Marketing Committee tab on Communities of Practice page.

### Branding

The committee was asked to share what states did to market their organization. States offer the following to their members:

- Gifts throughout the year (hand sanitizer with state logo on it)
- Luggage tags
- Window stickers that say, "My job depends on Ag" with organizational logo.
- Apparel, fleece jackets, shirts, pullovers, polos, 1/4 zipper shirts. Some of the states have members order and pay for items online, some states purchase them for every member (as another incentive) and some have clothing available for purchase at their summer conference.

#### Marketing Merchandise

The committee was asked what NAAE could have for its' members and feedback was given that people liked the clipboards this year (a suggestion was given that if this was going to be an annual gift to include the year).

Other suggestions included:

- Having an online store for members to purchase clothing (different styles, colors, etc...) with NAAE logo on it and the option of having your own state/region added to the apparel.
- Having one size of each type of clothing at NAAE conference for sizing purposes.
- Having clothing (or other items) available for purchase here at NAAE convention.
- Offering an incentive for members that if they order/purchase clothing at NAAE convention items will be shipped at no cost to member.

#### Committee Representation

Positions for 2018/2019 - Each region has one open spot for a 3 year term, if you are interested in the position, the MOU and application is due to NAAE by December 15th.

Additionally, if you are interested in the Secretary or Committee Chair position, which are both 1 year terms, those applications and MOU's are due on December 15th as well.

Meeting was closed at 11:41 a.m.

Respectfully submitted,

Kim Houser  
NAAE Marketing Committee Secretary