

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

September 18-19, 2014

Committee Members Participating:

Antonio Dominguez Brad Rader
 Eric Larson Jennifer Ryan
 Hector Lujan Mark Van Mersbergen

Others Participating:

Tom Krugman Tarun Harit
 Alexei Rudolf

September 18 only:

Foodminds (10a-12 noon) Porter Novelli (1p-3p)
 Ketchum (3p-5p) Salt & Co (5p-7p)

x = participating o = absent

1. September 18, 2014 Roll Call; Establish Quorum

Brad called the meeting to order at 10:00 a.m. Roll call disclosed a quorum to be present.

2. Agency Presentations

Four PR Agencies were invited to the Marketing Committee to present their qualifications and vision for future marketing efforts on the Council's behalf. These four agencies were the finalists in a process that had begun in April and included site visits by Tom K during the month of June. Presentations concluded at 7:00 p.m., at which time Brad recessed the meeting for the evening.

3. September 19, 2014 Roll Call; Establish Quorum.

Brad reconvened the meeting at 8:00 a.m. Roll call re-established a quorum to be present.

4. Committee Discussion

Brad suggested that the discussion start with each Committee member providing their view of the previous day's Agency presentations to begin the process of narrowing down the candidate field. Eric began by stating that he was not impressed by either of the two large Agencies, Porter Novelli or Ketchum, and in his opinion neither should receive further consideration. There was consensus supporting his position. Tom K provided some additional background into the teams from Salt & Company and Foodminds, noting how each Agency had thoroughly reviewed the assignment they had been given, the needs of the Council, and had addressed team deficiencies by adding members to strengthen teams. Both clearly were capable of handling the Council's PR business, with the ultimate decision coming down to personalities and what was believed to be the best fit for the Council.

Antonio started discussion on these Agencies by noting that Salt & Co depends on Allison, as she is the driving force and "glue" of the Agency, while the focus for Foodminds seemed to more

foodservice than the consumer. Eric commented that Foodminds started its presentation with a more traditional approach before moving into foodservice promotion. He questioned whether Salt & Co's contract with Mangos presented a conflict or was something the Council should be concerned by. Tarun noted in conversations with his colleague at AMS responsible for the Mango program that the activities proposed were non-competitive. He also stated that Allison came highly regarded by the Mango program and fully understood the USDA approval process. Mark asked whether one Agency or the other would be more suitable to a new organization with consensus noting that both were well qualified to lead a new group. Eric noted that Salt & Co's energy and enthusiasm were what he felt the Council was looking for and needed to take the program to the next level. Brad stated that if he were contracting for his company he would retain Salt & Co.

On a motion by Brad and seconded by Eric, it was unanimously approved to retain Salt & Company as the Council's PR Agency of record effective October 1, 2014.

Committee discussion then turned to existing Council contractual marketing relationships and how to seamlessly integrate with Salt & Co. Members felt it appropriate for Tom to work with Allison to review ongoing programs and contractor functions and determine how to generate efficiencies if possible. This was not a reflection on the current service providers but a desire to be consistent in operations. Mark noted that bringing functions into the Agency would lessen Tom's management issues and allow him to more effectively focus his time. Brad noted that the Marketing presentation at the November meeting should be under Allison's direction, and any independent contractor presentations should integrate visually with Salt & Co's. Brad inquired as to the activities being performed by Leigh Selby and whether these could be done under a separate contract with Salt & Co. His interest was the newsletter, wellness communications, and trade show assistance. He also enquired about Nourish RD's and the social media program. In both cases he suggested that budgets for these two activities could be used by Salt & Co to perform the activities under one structure.

On a motion by Brad and seconded by Antonio, it was unanimously recommended to terminate the Contract with Leigh Selby effective October 1, 2014.

As regards Nourish RD's, it was suggested that Tom work with Allison to make sure it was properly focused and supported the Salt & Co program rather than duplicated any of its proposed activities.

Finally, the Committee agreed to hold conference call update on October 8 and October 28 to review progress on transition and bringing Salt & Co on board.

5. Adjourn

There then being no further business before the Committee, on a motion by Brad and seconded by Eric, the meeting adjourned at 9:45 a.m.