

**NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee Teleconference**

September 19, 2013, 11:00 a.m. PDT

Committee Members Participating:

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

Others Participating:

Tom Krugman Kim Coy
 Tom Skilton Leigh Selby

x = participating o = absent

GOAL: Review Marketing Program deliverables and timeline.

A. Establish Quorum

Teleconference was called to order by Brad Rader at 11:01 a.m. Roll Call disclosed a quorum to be present.

B. Approval of Minutes

On a motion by Eric, and seconded by Antonio, the minutes of the July 1, 2013 Conference Call were unanimously approved as submitted.

C. Chairman’s Remarks/Initial Items

Brad summarized the purpose of the Call to review Staff progress to date on implementing the Marketing Plan and to discuss next steps. To help the Committee, he had requested a PowerPoint summary be prepared. He noted that it was important to get the program in place quickly, but also to do it correctly, and asked Tom K to include a timeline in his report.

D. Overview Presentation

Tom K walked the Committee through the PowerPoint, first noting the steps that had been taken to date. After the Council had approved and incorporated the Marketing Narrative into its Budget Narrative, RFP’s had been sent to various marketing groups and independent contractors, following the discussion at the June meeting where Tom had said he would put together a “virtual agency” of contractors to avoid overhead expenses and maintain greater control of the program’s development, at least for the first few years. With a number of groups responding to the RFPs, capabilities and expertise had been identified that would fulfill the Marketing Plan. Tom noted that creation of a logo, determining key messages and identifying core audiences, launching the new website, filing a trademark registration on the tag line,

creating the new trade show booth, and starting the social media conversation would constitute success by the end of the year.

Tom S was asked to give a status report on registering the proposed Council tag-line: “The Taste you Love, the Nutrition You Want.” Tom S explained that a partner of his who specializes in trademark issues has looked into the matter and discovered that a company based in Pennsylvania already had applied for registration for a similar line based on an “intent to use” the mark. Tom’s firm is preparing a letter to the company’s attorney describing historical usage by the Washington Red Raspberry Commission, an affiliate of the NPRC, and requesting that their client’s “intent-to-use” application be dropped. If successful, the tag line would be registered in the name of the WRRRC as the historical user, who would then assign rights to the Council.

Leigh was asked to comment on website development. She said that it would incorporate usage metrics, allow management by staff, be viewable on tablets and hand held devices, capitalize on search engine optimization technology, and support social media as a resource of information. The Committee would have the opportunity to participate in its development and approval, and it would not be launched until content had received USDA approval. Until that time, the WRRRC site would remain active.

Mark stated that he was impressed with the thoroughness of progress to date and the steps that had been taken. He agreed that the Council needs to be smart and timely as it implements its program, and is taking the right approach.

Eric asked about the core message and content development process. Tom K said this would begin after the September Council conference call as soon as related marketing contracts could be written and approved. Eric volunteered to participate in this activity.

Brad asked about how the logo would be developed and the Committee’s role. Tom K reported that the graphic designer was at work in creating 3-5 concepts. The top three would be presented by Staff to the Marketing Committee for review with one to be recommended by the Committee to the Council for adoption at its November meeting.

E. Committee Action

On a motion by Brad, seconded by Mark and approved unanimously, counsel was directed to pursue registration of the tag line as summarized in his report.

F. Other Business and Adjourn

With no other business before the Committee, on a motion by Mark and seconded by Eric and unanimously approved, the call adjourned at 11:39 a.m.