

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee

### Teleconference

October 8, 2014; 9:00 a.m.

#### Committee Members Participating:

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

#### Others Participating:

Tom Krugman                       Tarun Harit  
 Allison Beadle

x = participating                      o = absent

#### 1. Roll Call; Establish Quorum

The meeting was called to order at 9:05 a.m. Roll call disclosed a quorum to be present. In the temporary absence of Brad, on a motion by Mark and seconded by Eric, Tom K was unanimously selected to serve as acting chair.

#### 2. Approval of September 18-19, 2014 Minutes

On a motion by Mark and seconded by Antonio, minutes of the Committee's September 18-19, 2014 meeting were unanimously approved as presented.

#### 3. Marketing Update and Progress Report

Tom began with a brief overview of activities since the September committee meeting. He reported on frequent phone conversations and e-mails to get the raspberry team up to speed and to define FY 2015 programs, with the process culminating at a Strategic Marketing Planning Session in Austin at the end of the month.

Allison then reported on team activities to date. She recognized the honor of being selected to represent the Council, and how excited the team was to launch the Council's PR program. She referred to conference calls with Nourish RDs to integrate them into the raspberry team, and that she was pleased with the work they have completed for the Council to date. Mark asked if all Committee direction regarding previous contractors had been carried out. Tom answered that contracts had been terminated or not signed, such that wellness messaging, newsletter, and website responsibilities were being transitioned to Salt & Company. Allison stated that Nourish RDs had responded well to direction and leadership, and were a welcome part of the team. Social media is the thread that ties the PR program elements together, and it is her job to ensure that integration into the team is a seamless process. She stated that she was pleased that Nourish RDs will be at the Austin planning meeting.

Allison discussed the full immersion for herself and the staff, with Tom providing background and participating in team calls. As Tom had mentioned, the team would be coming to Austin the end of the month for a two-day Marketing Strategy session which would finalize the presentation to be

given at the November Council meeting and set the course for this year. The plan will also look down the road two to three years, using this year as the foundation for future activity.

Two team members will join Tom at FNCE in Atlanta, providing on-site social media support, driving traffic to the booth, and responding to questions from dietitians. A recipe card featuring the pumpkin-raspberry muffin is being produced, along with materials supporting the upcoming recipe contest.

Jeff Gross has begun development of a marketing research framework which had been shared with Committee members. He will be contacting each member for one-on-one input with the final format presented to the Council in November.

Salt & Company will use time during the November meeting for Market Research and Issues Management work sessions. Allison outlined the team that would attend and present the various programs, noting that her involvement would be by either video conference or a video. Brad wanted to make sure the presentation in November had energy and enthusiasm and create an emotional response similar to that of the Committee at its September meeting. Tom stated that the interactive wok sessions were something different, and were designed to engage the Council, rather than just having them listen to presentations. Allison added that the team would be ready to engage with the Council with the same energy as it had for the Committee in September.

Allison concluded by summarizing ongoing discussions with David Burk and the need to not only refresh the design and architecture/navigation of the website, but to complete it in terms of functionality and accessible content. Frozen raspberry images will be added, and search engine optimization will be enhanced.

#### **4. Other Business; Future Meetings**

Discussion then moved on to future updates with the Committee after the next call scheduled for October 28, 2014. There was agreement that monthly calls would be beneficial, with conference calls the third Wednesday of each month at 9:00 a.m. pacific time. Mark noted that the day after the November Council meeting would be a third Wednesday, but with the meeting the day before, it was unlikely a call would be necessary. Tom will schedule these calls for the Committee through Outlook so that members have the call in number in their calendars.

#### **5. Adjourn**

There then being no further business before the Committee, on a motion by Brad and seconded by Mark, the Conference Call adjourned at 10:10 a.m.