

MMT Teleconference Minutes – 08.09.2010

Attendees:

Heather Harte
Carol Matznick
Tom Harte
Janet Trautwein
Illana Maze
Melanie Gibson
Mel Schlesinger
Kelly Loussedes

1. Dues Letter

- Discussed the dues increase notification to send to the membership.
 - o It was decided to have two versions. One version will be used to send to the general membership explaining the increase using a short summary of the issue.
 - o The second version will be more detailed and can be sent to all members as well or possibly used as an HIU article.

2. Marketing Campaign Idea

- Discussed in more detail a possible media relations campaign involving the New York region.
 - o Reviewed the cost of print ads in various print publications in the NY and Boston area.
 - o Reviewed the cost of radio ads in the NY and Boston region.
 - o Discussed possibility of using op-eds to market membership.
 - o Sponsorship opportunities were discussed to cover the costs of the campaign.
 - o Will look into the costs of advertising in other industry publications.

*** Next Teleconference – Monday, September 13 @ 3pm EST***