

ASA Marketing Committee Meeting
Minutes
Marriott New Orleans
November 7, 2009
2:30pm -4:00pm

Attending: Chair Joe Hutter, Ray Schallom, Howard Robbins, Oscar Duckworth, Dan Millette, Marcus Von der Hoffen, J.F. Dufour, Patrick Bridger, Joseph Tortorella, Ted Sofis, Michael Cotter, Ryan Poole, Bill Drakeley, John Zang, Warren Harrison, Chris Darnell (Staff)

- 1. Call to order**
- 2. American Shotcrete Association Antitrust Policy (Exhibit A)**
- 3. Approval of minutes from the previous Marketing committee meeting in Las Vegas, NV**

A motion was seconded to approve the minutes as presented. The committee unanimously approved the motion.

- 4. Current membership totals**
 - 4.1. Update by Chris Darnell**

Staff reported that despite the economic downturn, ASA membership has stayed strong. Current Corporate memberships are currently 128 and Individual memberships total 70. Both membership totals are equal to 2008 final numbers and total paid membership across all categories is slightly up for 2009.

Staff also presented for informational purposes a listing of 21 Corporate members and 11 Individual members who have joined in 2009.

Chair Hutter reminded the committee members to continually encourage colleagues in the industry to pursue ASA membership.

The committee discussed the need to recruit DOT personnel as Public Authority Members. Staff will create a list of current DOT personnel subscribers for review with Chair Hutter. A strategy will be formed once the list is in place.

- 4.2. Potential new membership category – Retired Members**
 - 4.2.1. Cost (\$50.00 annual)**
 - 4.2.2. Benefits?**
 - 4.2.3. Voting privileges?**

There was discussion regarding the positives of such a member class and what the cost and benefits would include. The committee decided to schedule a formal vote on the creation of this new membership category to its next meeting on February 1, 2010 in Las Vegas, NV.

- 5. 2009 ASA Outstanding Project Awards Banquet**
 - 5.1. Update on status of 2009 ASA award winners**

The committee decided to delay public announcement of the winners until the ASA Awards Banquet. Contacts on all project submissions will be notified of the results immediately following the judges decisions on Sunday November 8th.

5.2. Sponsorship and attendance update by Chris Darnell

Chair Hutter encouraged members of the committee to participate as a sponsor. Staff explained plans for increased exposure for all sponsors.

5.3. Establish agenda and speakers for banquet

The committee decided to follow the basic agenda from last year's meeting/banquet.

5.4. Confirmation of presentation times:

- **Only allow a 3-5 minute speech per presentation**
- **Only allow 5 slides per presentation**

The committee agreed to the above listed presentation requirements.

5.5. Confirm that Howard Robbins will “police” the presenters to ensure that they do not exceed the allotted times

Howard agreed to take on the task of policing the presentation times.

6. ASA Website Statistics – Report by Chris Darnell.

Staff presented a detailed report on ASA's web site activity. Thru October 2009 the ASA website had received 105,000 visits or over 10,000 per month. The top entry page after the home page is the technical questions page.

7. Online buyer's guide update. Electronic version now on-line.

7.1. Chris Darnell to provide “activity report” to update on how the buyer's guide is progressing
Staff reported that since April when the Buyers Guide was introduced, traffic to the guide has been significant with over 5600 views in six months. The buyers guide is impacting new membership and use of the guide continues to grow.

7.2. Discussion on “area covered or serviced” criteria. Currently, members are listed in the buyer's guide only in the area for which their address is listed.

Staff reported that many users of the guide are looking for organizations based on geographic data. The current structure limits organizations to the state\provision they are located in as opposed to the states\provisions they serve. This is often times creating confusion for the end users. The committee agreed to have staff restructure the listing and to approach all corporate members for information regarding the area they serve. The goal for implementing the new area served format by 1/1/2010.

The committee also asked staff and the chair to explore the possibility of advertising or sponsored listings in the guide.

8. Trade Show Exhibitions – Report

8.1. IBC, 2009 in Pittsburgh – Chris Darnell

Staff presented a detailed report. It was the consensus of the committee that the benefits of participation in the show far outweighed the cost and that participation in the 2010 show should be planned. It was also noted that this is our best access to the infrastructure repair industry.

8.2. Pool and Spa – Report to be provided by Tom Norman or Ron Lacher at W of C

Staff will remind both to prepare a report for the committee.

8.3. World of Concrete – Update on new booth space – Chris Darnell

Staff explained plans for a larger booth at this year's show based on free options available to show sponsors such as ASA and the point benefits of a larger booth that can lead to a larger show rebate from Hanley Wood.

8.4. ASA Booth Volunteer Code of Conduct – Joe Hutter or Chris Darnell

The committee reviewed the proposed policy and recommended that the Board consider formal adoption.

Staff Note: The Board did approve the adoption of the ASA Booth Volunteer Code of Conduct for use at all booth exhibitions and ASA sponsored presentations.

9. Creation of a promotional presentation CD targeted to promote shotcrete to engineers and other specifying authorities.

9.1. Shotcrete for Underground – Dan Millette is spearheading the project – Update

Dan Millette provided an update on the project. A review will be held at the Underground meeting and the product should be available soon.

9.2. Standardize Powerpoint template and common slides

Chair Hutter reported that a new powerpoint template background has been developed and is being used.

9.3. New Powerpoint template – Chris Darnell

An example of the new background was presented.

10. 2009 Advertising Report

10.1. New ad – update by Chris Darnell

The committee reviewed the new marketing piece aimed at the overall construction industry. It is the long-term goal to have a portfolio of advertisements each with a different target audience

10.2. ICRI's Concrete Repair Bulletin

10.3. Concrete International Magazine

10.4. Other options?

It is staff's hope to increase the association's efforts to market the shotcrete process. In light of that, the committee identified and reviewed potential options. Chair Hutter asked the committee members to forward suggestions for publication options to staff. A list will be assembled and discussed at the next meeting.

11. 2009 Press Release Report – Update by Chris Darnell

Staff presented a detailed report on press releases generated in 2009.

12. Sale of ASA products on Amazon.com - Chris Darnell

Staff presented a report about the possibility of selling certain ASA products on Amazon. Because of the no-risk nature of the selling agreement, the committee instructed staff to pursue an agreement with Amazon.

13. Development of a Pool and Spa brochure specified to shotcrete to distribute at trade shows and other marketing mediums

13.1. Tom Norman to spearhead this initiative – Update by Tom.

This item was deferred to the next meeting in Las Vegas. Bill Drakeley volunteered to assist with this initiative.

13.2. Kulour Design (designer of booth skin) or ACI creative people to develop concept?

Due to time constraints, this item was not discussed.

14. Develop team to respond to internet postings of incorrect/inaccurate information on shotcrete found by staff on reputable blogs & websites

The committee discussed the need to address shotcrete related web articles and blog postings that appear to be from reputable sources but contain erroneous or incomplete information. The committee instructed staff to forward these postings to the current technical question task group for response.

15. Other business

No new business items were presented.

16. Adjournment

A motion was made, seconded and approved to adjourn the meeting.