USA Marketing and Communications Advisory Committee
Friday, May 1, 2015

Agenda

- Welcome and Introductions

- Advisory Committee Goals for 2015
  - Advisory Committee Roles and Responsibilities

- Partnership and Process with Ologie

- Brainstorming for Ologie Discovery Process
  - What does the agency need to know about USA?
  - What materials should be provided to them?
  - Who should they interview for the internal branding study?
  - What are the special aspects of South they should consider?

- Discussion of general USA marketing/branding issues, questions, concerns

- Homework
  - Send Copies of All Major Publications (print run of 1,000 or more)
  - Send Outline of Business Cycle (i.e. when will pubs be redesigned and/or reprinted?)

- Next Meeting:
  - Date/Time (what works best?)