



MARKETING COMMITTEE MEETING
Friday, October 19, 2007
Omni La Mansion del Rio Hotel
San Antonio, TX

Members/Attendees participating: Committee Chair E. Langhenry, Jr., P. Adams, W. Burnette, J. Collins, D. Grisez, G. Herringdon, B. Love, B. Remmetter-Paar, T. Snow, H. Stevens, D. Thomason, R. Vreeland, J. Mendoza (AWS Vice President & District Director), R. Shook (AWS Executive Director), F. Tarafa (AWS CFO), J. Weber (RWMA Secretary), S. Hopkins (RWMA Recording Secretary & Manager)

Minutes

I. WELCOME AND INTRODUCTIONS

- Committee Chair, E. Langhenry, Jr., called the meeting to order at 8:05 a.m. and asked the members to review the antitrust guidelines and affirmed that the meeting would be conducted to comply with the Committee's antitrust policy.
- The Marketing Committee Minutes from May 17, 2007, were moved for approval by W. Burnette and seconded by D. Grisez. Unanimously approved.

II. MARKETING SUBCOMMITTEE REVIEW

- **Membership Recruitment Subcommittee.** H. Stevens, Chair of the Membership Recruitment Subcommittee, reported membership stands at 76 companies. This continues our surge in membership over the past 18 months. Chair H. Stevens, once again, asked each member in attendance to submit one company name that might be a good candidate for possible RWMA membership. A list of potential member companies that was compiled previously was distributed to those in attendance during the Marketing meeting. Volunteers to contact these companies were requested. Various members volunteered for specific companies with whom they had personal contact. Chair H. Stevens will review this list and those companies without a volunteer will be contacted by the Membership Subcommittee members. A discussion was made as to the possible benefit of an e-mail sent to resistance welding companies through a Google search. The Committee will look further into this matter.
- **RWMA Newsletter:** Newsletter Subcommittee Chair, B. Love, re-iterated that the RWMA Newsletter is published on a quarterly basis (Winter, Spring, Summer & Fall). The next issue will be published shortly after the end of the Annual meeting. Although RWMA is up-to-date with article submissions, they continue to need submissions for the "Did You Know?", and the "From the Field", section.
- It was also reported that the *Welding Journal* would welcome articles that it could publish on resistance welding.
- **RWMA Website:** J. Collins, Chair of the RWMA Website Subcommittee, reviewed the points of action required from the Spring meeting. All of the matters have been corrected and updated to the satisfaction of the Marketing members. This work was completed through the efforts of J. Collins and the AWS Marketing Director, R. Hancock.
- RWMA will commence a new raffle at the upcoming FABTECH International and AWS Welding Show. The proceeds from this raffle will benefit the RWMA Scholarship fund. This will be promoted on the RWMA website.
- **RWMA Booth.** A sign-up sheet was passed around requesting volunteers to help man the RWMA booth at the upcoming FABTECH International and AWS Welding Show. A general e-mail will be sent to all members for this purpose. Members will be asked to assist in one to two hour time slots at the booth.

III. RWMA MEMBERSHIP DIRECTORY ADVERTISING

- Chair E. Langhenry, Jr., reminded the members that the deadline to submit ads for the 2008 RWMA Membership Directory was November 1st. He reiterated that the cost for advertising is very reasonable and cost effective, since it will be in the Directory for a year. Over \$15,000 in advertising space has already been reserved in the 2008 Directory, a significant increase over the 2007 Directory.

IV. EMMET A. CRAIG RESISTANCE WELDING SCHOOL

- To date, 37 students have registered for the Emmet A. Craig Resistance Welding School. RWMA members are encouraged to continue promoting the school to their employees and customers. S. Hopkins sent all member companies Welding School brochures for this purpose. If additional brochures are needed, contact S. Hopkins. It was reported that the number of registrants at this time is an increase from last year at the same time.
- S. Hopkins reported that there are still two tabletop exhibit spaces available at the Welding School reception, being held on November 13th, from 5:00 until 6:30 p.m. The cost is \$300, and includes appetizers and an open bar. She reported that exhibiting at this reception is only available to RWMA members. It would be an excellent avenue to demonstrate your product and service offerings to those attending the school. S. Hopkins reported that she has informational packets available to anyone who wishes to take advantage of this offer.

V. WELDING JOURNAL ADVERTISEMENT

- J. Weber informed the RWMA Marketing Committee that RWMA is entitled to advertise in the *Welding Journal*. The RWMA Marketing Committee will begin to develop an ad to promote RWMA.

VI. ADJOURNMENT

Chairman Langhenry adjourned the meeting at 9:45 a.m.

Respectfully submitted,

Susan Hopkins

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RWMA Recording Secretary