



Marketing Committee Report- December 7, 2018

Monica Gunderson - Marketing Committee Chair

Summary of Activity: September – Early December 2018

- Finalized and sent Government Affairs Postcard Mailer
- Finalized and sent IWPC Registration Mailer
- Continue to attend IWPC 2018 Planning conference calls
- I am working with Anne Schroll on the draft of Conference Program – Items still outstanding as of 12/5:
 - IWEA President’s Welcome (Kam L.)
 - Schedule at a Glance (Laurie F. and Ed B.)
 - Networking & Events – dates and times (Laurie F. – same as 2018?)
 - Young Professional Events – dates and times (Meagan M. – same as 2018?)
 - Course Schedule / Technical Program (Mike L.)
 - Operators Challenge – dates and times (Lynn sending when sponsors are confirmed)
 - IWEA Awards Banquet (Amanda W. – same date/time as 2018?)
 - Updated Scholarships Winners and Fundraiser Page (Paul H./Josh S. – Will this be available in time to include in program?)
- Update on 2018-2019 budgeting Marketing items:
 - New “About Us” video:
 - Videographer has been hired. Most of the shooting/interviews will occur at the conference in February. Video will likely be complete by end of March
 - New/updated brochure:
 - Will be complete early February/in time for the conference

Respectfully submitted:

Monica Gunderson

Monica Gunderson



ILLINOIS WATER
ENVIRONMENT ASSOCIATION

