



Conveyor Equipment Manufacturers Association

5672 Strand Ct., Suite 2 • Naples, Florida 34110
Tel: (239) - 514-3441 • Fax: (239) - 514-3470
www.cemanet.org

MEMBERSHIP/MARKETING COMMITTEE MEETING
7:30 a.m., Saturday, March 10, 2018
Naples Grande Beach Resort, Naples, FL

AGENDA

1. Call to Order and Roll Call
2. Approval of the Minutes (*Attached*) of September 19, 2017, Meeting
3. Review / Status of Strategic Plan and Committee Objectives
 - a) Mexico Initiative
 - b) Google Analytics
 - c) AD's
4. Measuring Success - Review Web Traffic Website & Ecommerce
 - a) Phase 1 - Analytics Implementation
 - b) Phase 2 - Tracking URL's, Reports, Events, Conversions
5. News Release (Review and Approve)
6. Election of Officers - Unit Handling Co-Chair
7. Next Meeting of the Committee - September 18, 2018
8. Other Business
9. Adjournment

Mike Shea, Co-Chair
Mike Mitchell, Co-Chair
Kimberly MacLaren, Vice-Chair



MINUTES

CEMA Membership/Marketing Committee Meeting

Tuesday, September 19, 2017, 3:30 PM

Chicago, Illinois

1. Co-Chair Michael Shea, called the meeting to order and there were thirteen attendees.
2. Attendees approved the minutes of the March 11, 2017, Phoenix, AZ, Membership and Marketing Meeting.
3. Review of the Membership/Marketing 2018 Budget Request and 5-year Strategic Plan and Committee Objectives.
 - Co-Chairs, Michael Shea and Mike Mitchell provided a power point presentation that included the approved 2018 Budget Plan and Strategic 5-Year Plan and the Committees Objectives for the plan. The objectives are:
 - Implement analytics to monitor internet activity
 - Multi-year advertising campaign to expand brand awareness
 - Target March 2018 annual meeting for additional Mexican participation
 - Digital branding campaign
 - Redefine and enhance safety labels
 - Website and logo refresh
 - Measuring Success - Targets
 - Target March 2018 Annual Meeting: Marketing Committee will implement two (2) 'Tiger Teams', one for the implementation of Analytics for the website and store and the other to increase awareness of CEMA in Mexico (through our own members) and new prospective members in Mexico. Their goal is to increase awareness within our own membership of what CEMA offers to utilize them in the marketplace as representatives of CEMA to increase membership in Mexico as well.
 - Tiger Teams - Mexico: Michael Shea, Tom Young, Jimmy Swiger; Analytics: Mike Mitchell, Paul Ross, Chris Doyle, Kimberly MacLaren
 - Measuring Success - Targets: Once the Analytics is implemented on the CEMA Website and Store, the committee will be able to measure the Web Traffic which will enable the committee to measure their branding efforts. Additional measures will be to collect the data on Publications/Collateral Sales along with measuring their target of twenty-five (25) new members by 2025.
 - The Technical White Paper project was initiated at the past Engineering Conference and the committee has commitments of seven (7) papers to date. These technical white papers will be used for the branding efforts of CEMA's digital campaign.
4. Membership Report
5. News Release - The draft of the Semi-Annual news release was reviewed and approved, however; committee would like a report on who is picking up release and what editing is being done at next meeting.
6. The meeting was adjourned at 5:00 PM.

Next Meeting scheduled for March 10, 2018, *Naples Grande Beach Resort, Naples, FL.*

Submitted by:

Co-Chair, Mike Mitchell

Co-Chair, Michael Shea

Vice Chair, Kimberly MacLaren

Attachments :

CEMA Semi-Annual Press Release-September 2017-Draft

Meeting Attendee List

Minutes-Annual Meeting 2017

Membership Report / Marketing Budget