

Commercial Member Steering Committee Meeting

Meeting Summary- Tuesday January 15, 2008

EDA Offices

10 AM – 12 PM

Members in Attendance:

David Windley (Chair), Neil Sandford (Vice-Chair), Bob Mason, Bart Burman, Jim Mason, George Kelly, Paula Zarnett, Ven Seshadri, Bryan Boyce (EDA Board of Directors member), Christine Hallas (EDA Staff Support), Tanya Fobear (EDA Staff Support), Maurice Tucci (EDA Staff Support)

Absent

Peter Krotky

- Welcome and Call to Order

At approx. 10:04 AM Chair David Windley welcomed all and called the meeting to order.

- Commercial Member Survey

A walk through of survey results was done for each question. From the discussion of the survey questions and discussion around the Commercial member section of the website(agenda items 2 and 3) a list of five recommendations were made.

1) **EDA sponsored events and EDA driven events.**

- Provide a list of opportunities open to commercial members through EDA sponsored events and/or EDA driven events such as: presenting at events, attending events, or contributing to an EDA publication (the *Distributor*) to let commercial members know what is available to them.
- Those members who provided their name as having an interest in presenting a certain topic should be contacted and asked permission to provide their name to districts to keep on file.

2) **Member attendance/participation**

- Increase commercial member engagement. An opportunity to increase commercial membership at future AGMs was discussed. Sending out communications such as frequent broadcast messages to inform commercial members of events was suggested.

3) **Benefits of membership**

- From the survey, commercial members feel the benefits of commercial membership include: obtaining relevant industry/technical information and gaining marketing opportunities. These were discussed as possible action items.

4) **Sponsorship Opportunities**

- A suggestion that several commercial members share the fees to provide sponsorship for Opening Reception at future AGMs was discussed by the committee. Neil S. and Bryan B. volunteered to follow up with EDA staff.

5) **Additions to Commercial Member section of website.** (agenda items # 2 and 3)

- Christine Hallas provided committee with the current list of categories that Commercial Members classify their organizations. The categories were discussed Christine asked all members to provide her with

recommendations to improve member categories. The committee was asked to submit their recommendations to Christine via email.

- EDA Advocacy Update

Maurice Tucci provided an update on the many advocacy initiatives the EDA is involved in.

The Commercial Member meeting will take place on Sunday March 30, 2008 at the AGM from 6:00pm- 7:00pm

- Meeting Adjournment at approximately 12:15pm