

# EGSA Marketing Committee – Entire Group

## Fall Meeting Notes

09/16/19

Present: Dan Barbersek, Shana Duthie, Lee Wilson, Scott Anderson, Mark Prevostnik, Bob Fennell, Marella Jones, Benet Weaver, Carlos Cifuentes, Demetrius Lindsey, Matt Grant, Ellen Nyboer, Brock Williamson, Austin Burk, Carla Walker, Julie Mitchell, Glenn Emmett, Greg Gonzales, Hal Walls, Allister Williams, Mike Brezonick

Next meeting: October 7<sup>th</sup>, 2019 11am Pacific Time

### 1. EGSA Committee Update

Dan gave overview of our primary role to help market EGSA outside of EGSA and gave an overall update of what the committee and subcommittees had been working on.

Shana read the meeting notes from the last meeting and gave a brief update on what the Social Media sub-committee had been working on including the social forms created by EGSA marketing for use by the committee

Lee Wilson gave an update on the Technician outreach subcommittee and TOYA.

### 2. Discussion Items

a) **Technicians** - We need to make sure the Tech certification means something to technicians and technicians are requesting to get certified. Using the Toya award winner as the egg. We need to get the word out to apprentices and journeymen.

- Really need to think about why a technician wants to be EGSA certified.
- Certification first – TOYA second
- EGSA testing centers – create more testing centers for techs to be certified and maintain their certifications.
- How do we reach the technicians to self-nominate for the TOYA award?
- Technicians come to PowerGen – this maybe a good way to get to the technicians.
- Case studies out there for business owners for the benefits of EGSA certified techs.
- Premier Generator Tech Facebook page – look at Facebook pages that techs are on for market research.
- Branding – Needs to be to both Technician Level and the Business Owner level. Creating a return on investment would be ideal for both business owners and technicians.

b) **Content Process:** Content coming out of organizations will be organized via new forms (see attached) and then posted to social media channels by EGSA staff. – Need to keep alignment with org goals. Develop guidelines and sample posts and approval process.

- Power Magazine can push out relevant content to assist EGSA organization – Ellen and Matt
- How can member companies help each other?
- How can we reach out to other committees? Board discussion after our meeting came up with a solution for this - we are going to make a form for the other committees to get something on our agenda. This will control “meeting hijacks”. Each committee will lay out what they would like our involvement to be. If it is just a communication push through, then we’ll push it through. If it is a new initiative then it will have to be laid out and prioritized by our committee. We should send out our meeting minutes to the other committee secretaries.
- Formalized Load Test Certification - needs to be marketed, once EGSA review is completed.

c) **Other Discussion items:**

- Overall goal should be to get people to EGSA as the leader in specifications and industry knowledge?
- Make EGSA relevant to promote EGSA.
- Work to make our industry relevant.
- Army uses EGSA testing as a pre-qualification test for the generator testing. Dan is getting a specification sent to him that states that the winning bidder must have a certified tech on their staff. I think with this army note and a specification to work with, we should put out a document together on how to get this written into engineering specs.
- Defining certain topics that we want to push out there. (Currently have a topic list)
- Opportunity to create a marketing initiative in the school at PowerGen coming up.

d) **Buyers Guide – EGSA Buyers guide**

- Resource for EGSA members – is this valuable to the membership? We agreed it was. Discussed adding to the paper product a web-based product and we agreed this was a good idea.

- Benefit of online buying guide is it will drive people to the website – Create the mentality - I need to go to EGSA to find out the information I need.
- Are we missing categories in the buyers guide? There are currently 26 categories – are they all still relevant – do we have new categories? Review process for categories. We need the list of categories and send it out to the entire membership – make sure we explain. Publishing company to handle.

### **3. Wrap-up**

- Social media forms being sent to all committee members for review – comments due back in two weeks – by 10/4/19.
- Need to create process and procedures around new forms usage when approved.
- Look to work on communication out to committees.
- Review categories in EGSA buyers guide for relevance
- Review NFPA.com National Fluid Power Association – reaching into the middle schools with programs etc.