

9/16/19 EGSA Membership Committee - Started @ 1:13pm - 12 people in attendance

Michael Sanford was unable to attend, Daniel Thompson called meeting to order. Had the attendees state their names, companies and how long attending EGSA events.

Went over the goals and Mission Statement of the committee

Brian VenHorst announced the future locations of EGSA conferences : Vegas S'20; Louisville F'20; Naples, FL S'21 ; Seattle F '21.

Ideas were thrown out for the Membership drive, however – it was Brian's recommendation that the start of the drive be delayed to Spring '20 as the board had not received a confirmed idea for the theme. He also noted how disappointed the executive committee had been that our team had not finalized the program, budget approved, etc as yet.

Liz Bustamante went over her role and responsibilities as an EGSA employee. She went over the late / past due members. We need to make sure we have an exit interview of those companies that have chosen to not renew their membership.

Bob Hafich added his experience as a past president and his Rocky themed membership drive from his tenure.

It was suggested the committee reach out to all of the 5 major manufacturers (CAT, Cummins, Kohler, MTUOE, Generic) distributors in the regions where the conferences are to be held to encourage & promote attendance & training for their techs. Tabled to the final membership drive discussion

It was mentioned the Technical Committee has video content that could be used in an email blast / social media campaign for driving more attendees / membership. The Marketing / Communications committee has the responsibility to take our vision out to the masses.

Bob Niederhauser suggested the grand prize be adjusted to a voucher for cruise tickets for 2 (3 or 4 day sailings). He will reach out to several cruise lines (Marelli is a major vendor for all vessels built at Fincantieri in Italy) to see if he can get a reduced price or donation.

It was approved by the entire committee that the chair, vice chair, secretary, Liz and Brian be given authority to decide on the theme before November for a presentation to the Executive Board meeting at Power Gen.

Spring 2020 conference is in Las Vegas – Planet Hollywood – March 15-17

Adjourned 3:06pm