



Joyce distributed “Trade Show Displays” & “Packaging Displays” for preparing for the show. The group discussed about what each should bring to the show...inventory to do a point of sale or a sign up sheet for later contact with the customer.

6. Work on our 30 second spotlight

Each who participated answered:

Who you are; what you do; and the hook to get the customer to want to know more

7. Ask if anyone worked or read through Ch 6-10 on developing a marketing plan. Lise and Keith worked in these chapters and found the book to be extremely informative and helpful.

8. Next meeting logistics: May 12

Keith will be the facilitator for the next meeting; Laura will be the timekeeper.

9. Meeting Evaluation

The members seem to feel our meetings are becoming very helpful and inspiring.