

NASTF Communications Committee
Conference Call Meeting
June 11, 2014

Attending:

John Cabaniss, OEM Co-chair
Bob Chabot, Independent Co-chair
Bob Keith

Chris Messer
Skip Potter, Executive Dir.

Cabaniss convened the meeting at 11:05am Eastern time.

Cabaniss reviewed the Committee's responsibilities for access and promotion of NASTF including www.nastf.org, the monthly newsletter, press releases, brochures, exhibits, presentations, and the pending media campaign. Noting the many opportunities that exist for presentations and the limits of NASTF staff, Cabaniss suggested Potter request help from volunteers when travel for him is not possible. Chabot suggested we consider attending the NACAT (North American Council of Automotive Teachers) conference July 21-25 in Greenville SC. Potter will follow up with Chabot on that possibility.

Cabaniss reminded the Committee of the importance of the NASTF Media Kit project and noted that it has more generally evolved into a broad outreach effort to expand the awareness of NASTF with the automotive industry and, in turn, increase industry involvement with NASTF committees and resources. Potter informed the Committee of a phone conversation with Kathleen Schmatz, President of the AutoCare Association the previous day and of their association's priority for NASTF in this project. Towards that end, Schmatz had instructed their marketing contractor, Maximum Marketing Services, to prepare a comprehensive marketing proposal for NASTF that would "build awareness, inform and educate, and share news and information with key audiences, especially professional technicians and service providers."

Chabot and Potter acknowledged the stellar reputation of Maximum Marketing and its owner, Jennifer Tio of Chicago. In March, the Board had asked the Communications Committee to prepare proposal guidelines and a budget for this project but since Schmatz and Tio have taken the initiative in this project, it is the opinion of the committee, in the interest of time and considering the extreme delay already incurred regarding this project, that the NASTF Board allow the Communications Committee to establish a Marketing subcommittee chaired by Bob Chabot to work with Potter to negotiate a final proposal with Maximum Marketing. The final marketing proposal together with a funding proposal will be brought before the Board for approval before related contract signatures are executed.

In a discussion about funding a NASTF marketing campaign, the committee discussed previous industry sentiment that when the Right-to-Repair legislative expenses ended the industry would be willing and able to provide additional financial support to NASTF. To take advantage of that opportunity Potter suggested the need to have CHAMPIONS for this project. Schmatz had already agreed to be one of a few champions for fundraising in the aftermarket and Cabaniss agreed to be a champion with the OEMs.

The meeting was adjourned at 11:58am ET.