

TSO Marketing Committee Meeting Minutes

Wednesday, July 12, 2017, 3:30-4:30, Room 1128

1. Attending: Joanne. Gainen, Paul Maffeo, Edie Heppler, Chris Steele and new member Ron Lebeiko
2. Administrative
 - a. June minutes were approved.
 - b. Next meeting: August 2 at 3:30p.m.
 - c. Committee membership was discussed; overtures to those indicating an interest on sign-up forms have not been fruitful. Committee members are encouraged to recruit new participants.
3. Picnic Announcement-August 19th at North Bellevue Community Center-Brochure to be electronically distributed.
4. Outreach
 - a. New TSO brochure should be available by September 15.
 - b. Joanne will check with Wendy Pender about interest in participating more actively in TELOS.
 - c. Paul will check with American Association of Individual Investors this Saturday to see if they would be interested in partnering with TELOS.
 - d. Chris will provide list of local gerontologists to Joanne for possible letter/calls.
 - e. Chuck spoke at the Rotary Club in Sammamish on June 15 and will speak to Mercer Island Rotary on August 15.
 - f. Edie to present at Seattle's Sleepless Singles in Kirkland soon.
5. Media
 - a. Jerry Bunch is working with Boeing Leadership Network Retirees to promote TELOS classes. The "Useful Links" page now includes a link to TELOS and to the TELOScope newsletters page. View at: <https://blnretirees.org/useful-links>
 - b. Claudia Lawrey, Tracy Koretsky, Mark Walberg and Joanne are working on a video TELOS Public Service Announcement with Rick Otte, Director, BC Digital Media Services. Claudia is recruiting TELOS community members to

- appear in announcement. Alessandro Regio will be their liaison for branding and administrative approvals.
- c. Edie will connect with Mina to strategize regarding putting Al Lewis' speech information on Facebook.
 - d. Ron suggested pursuing articles regarding TELOS in other employee magazines.
 - e. Ron mentioned that BCCE language classes may be a potential source of potential TELOS students. Edie will talk to Melissa Carnahan regarding feasibility.
 - f. Posters regarding TELOS offerings should be posted in 'Walk-in' areas on North Campus

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele.
cc: Alexa Munoz, Virginia Binder, Sue Black, Melissa, Gayle, Mina, Alessandro

Respectfully submitted by Chris Steele

Revised and approved 8/2/17