

INTERNATIONAL BOTTLED WATER ASSOCIATION
MEMBERSHIP COMMITTEE CONFERENCE CALL

TUESDAY, FEBRUARY 7, 2017

1:00PM – 2:00PM

Call to Order and Introductions

The meeting was called to order by co-chairs Kelley Goshay, DS Waters and Marge Eggie, Polymer Solutions

Committee Co-Chairs

Kelley Goshay, DS Services of America, Inc.

Marge Eggie, Polymer Solutions

Committee Members

Joseph Bell, Aqua Filter Fresh, Inc.

Joe Cimino, Choice H2O

Daniel Correll, Harford Glen Waters, Inc.

Dave Redick, Steelhead, Inc.

Bob Riefers, Maumee Valley Bottlers, Inc.

Gene Ross, GoodPac Plastic

Bryan Shinn, WG America Company

Jane Lazgin, Nestle Waters North American, Inc.

IBWA STAFF

Cheryl Bass

Patrice Ward

Joe Doss

Attendees

Sharon Barnes-Selby, DS Services of America, Inc.

Bob Hidell, Hidell Inc.

Phyllis Rokus

Kari, Allied

- I. Approval of the January 10, 2017 membership committee meeting minutes. The January 10, 2017 membership committee conference call minutes were approved without changes.
- II. The committee reviewed the 2016 end of year sales, marketing efforts and year end statistics. The committee was very pleased with the end results of the membership goals which were met on September 12, 2016. The committee also discussed the 2016 marketing bottler/supplier flyer that was completed for the 2016 Nashville conference. The committee feels the flyer was well received and they will continue to use going forward as collateral for recruitment efforts. The stats were reviewed with the 2016 year ending at 97% for its retention rate. Chairwoman, Shayron Selby-Barnes has agreed to call all 2016 and new 2017 members to thank them for joining IBWA and invite them to join a committee. Bob Hidell has also offered to call the new members.
- III. The committee reviewed the 2017 KPI's and Business Plan. The committee agreed the main goal is to keep membership growing by keeping a robust prospecting list and retaining our new members. The committee agreed to increase marketing strategies at the annual IBWA tradeshow. The plan is to continue to offer incentive programs during the renewal process. Encourage members to engage in a committee to become an active member. Phyllis Rokus said we should take a look at targeting Texas with our marketing efforts before attending the annual tradeshow in Grapevine, TX. The goal is to let people know about PCQI, through some form of social media or flyers in Texas and surrounding states.
- IV. The TOP 5 prospects were discussed by the committee. Cheryl Bass, informed the group that one (1) of the top 5 companies on the list has recently become a closed sale. Aqua-Chem is now officially a member. NSF, is one (1) company which was on the list and Joe Doss shared with the committee this maybe a conflict of interest. Joe Doss ask Cheryl Bass to work within certain parameters to get them on board.

- V. The membership committee discussed having a testimonial page prepared for distribution for the next annual trade show which will also be used with last year's bottler/supplier flyer.
- VI. The membership committee discussed bringing back the Mentor's Program. All were on board and Bob Hidell really believes in the program and shared we must get it up and running and have it properly executed in order for it to work properly. Would like to see it become a successful tool in assisting new members become adjusted and stay committed to membership with IBWA.
- VII. Old Business
There was not old business
- VIII. New Business
There was no new business
- IX. Next Steps
Scheduled next call for Thursday, March 23, 2017
- X. Meeting adjourned