



MINUTES

Thursday August 10, 2006

8:00 am

TBG – Terrace Room

- Dean Krauskopf called the meeting to order at 8:01 am
- Attendance: (30)
 - Dean Krauskopf, Joe Perlaky, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, Paula Ross, George Dabrunz, Jim Dabrunz, Kirk Mizerek, Dick Bostdorff, Gene Klotz, Roger Barrow, Andrei Fedorov, Taylor Gedert, Scott Leisner, Mike Driehorst, Brenda Vaughn, William Dearing, Shawn Dearing, Eileen Creque, Don Bench, Neil Reid, Mike Carroll, John Mancini, Walt Krueger, Mike Beroske, Chris Boggs and Jim Plantz.

**Members of
Advisory
Group**

Dick Bostdorff

Michael Carroll

Bill Dearing

Beth Fausey

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Tom Wardell

- Report: Champion
 - Regular Meeting Minutes (7-13-06)
 - Advisory Group Meeting Minutes (7-06-06)
- Reports: Projects
 - Branding:
 - Calendar –
 - Mock ups to be ready August 22
 - The Dec. 06 month will use photo from *John Henry*
 - Calendars available for distribution end of September
 - Gardening tips, multi-year calendar page
 - Need to design grower ordering form
 - Poinsettia, December X-mas program
 - Joe to verify which growers are interested
 - Energy Committee:
 - Ferrell Gas –
 - Jim Plantz reports he has talked with 6-7 growers. Deadline for the special pricing is September 15th.
 - Kirk Mizerek –
 - Kirk is negotiating with 6-7 interested growers
 - Kirk reports @ dozen interested Columbia Gas users
 - Other Business:
 - Brooks Insurance –
 - Scott Lodge continues to meet with growers on an individual basis. Initially, he spoke with 38 growers via phone and has since met directly with a dozen or so. About half of those are in final negotiations.

- UT Family Business Center –
 - The first “Field Trip” networking event will be Tuesday, Sept. 12, 4 pm at the Blade Printing and Maumee Bay Brewing Companies.

 - Dr. Andre Fedorov, BGSU Researcher from the Center for Chemical Science proposed a collaborative project with the MVG’s to study the effects of different prototype films on plant growth. The growers would provide field and test site locations while BGSU would manage the program. Several growers are very interested in participating. The program application will be submitted in the next 2 weeks. If awarded, funding will be provided by the NSF-PFI grant. The MVG Board authorized Joe to submit a letter of recommendation to Dr. Ina Manea, Director of Development Wright Photoscience Laboratory at BGSU on behalf of the growers. Tom Wardell made the motion, Dick Bostdorff seconded.

 - ~~Brenda Vaughn~~, Marketing Director and ~~John Mancini~~, Account Manager from the *John Henry Company* presented “Growing Your Marketing Program & Increasing Sales” from the supplier’s perspective. Several valuable suggestions were recommended such as MVG coloring books, containers etc. Brenda will also assist us with Calendar pictures should we need holiday photos. *John Henry* specializes in a wide variety of packaging and marketing items. She also suggested that we visit Bordines in Rochester Hills.
- The meeting adjourned at 9:25 am.
 - Minutes submitted by Joe Perlaky

ALL MEETINGS ARE THE 2ND THURSDAY OF EACH MONTH. 8 AM TBG
 The next meeting is September 14
 8:00 a.m. – 9:30 a.m.
 Toledo Botanical Gardens