



ADVISORY GROUP MINUTES

Aug 03, 2006
4:00 PM – 5:30 PM
(Thread)

Members of Advisory Group

Dick Bostdorff

Michael Carroll

Bill Dearing

Beth Fausey

Mark Hecklinger

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Lee Springer

Tom Wardell

- Meeting called to order: 4:05 pm
- Attendance:
 - Joe Perlaky, Dean Krauskopf, Tony Keil, Beth Fausey, Neil Reid, Michael Carroll, Dick Bostdorff, Judy McFarland and John Snider.
- Reports:
 - Dean is finalizing the short survey addressing 06 Spring sales product mix.
 - Joe, Neil, Mike and Dean met with the Ambassador group for the first time on August 3rd. It was agreed that occasionally having growers contact growers will be more effective than the standard e-mail, fax and snail mail correspondences. We have two immediate needs that meet that criterion. The Ambassadors have agreed to make those calls. Another option would be to personalize letters then snail mail.
 - Encourage the growers to contact Ferrell Gas and Palmer Energy Company regarding their utility usage.
 - Bring the growers up to speed with our calendar project and determine approximately how many they would be interested in purchasing at cost.
 - Details involving grower and TV station participation regarding this December's Poinsettia's program are on-going. Joe will contact the stations to determine which retail/wholesaler participated last year in the program.
 - The MVG Strategic Plan is progressing. A detailed list of annual activities was handed out for those in attendance to review and comment. The activities are divided into project name, description; type, person responsible and month the activity must be done.
- Other Business
 - September's meeting will feature a presentation by David McCann and Susan Wines from National City Bank to discuss potential grower benefit opportunities.
 - Our regular monthly meeting in October will be held at the ABE Center in Bowling Green and hosted by Beth Fausey.
- Dean mentioned that Jan Hunter of Naturally Native Nursery offered suggestions to Holden on behalf of the Coastal Ohio program. (Status?) Joe call Melinda Huntley?
- Beth recently attended a program by Bruce Baylor who owns Baylor Associates, Inc. near Cleveland. He specializes in Workers Compensation issues including claims management etc. Currently, he provides group ratings for local organizations like the Toledo Home Remodel Association etc. MVG may wish to contact him (and possibly other groups) to establish a group rate for our organization.
- Meeting adjourned at 5:25 pm
- Minutes submitted by Joe Perlaky