

AGENDA
Marketing Subcommittee
Monday, 19 March 2007
1:00 – 2:30 p.m.
ICDD Headquarters
Conference Room A
R. Snyder, Chairman

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| 1. Call to Order and Opening Remarks | R. Snyder |
| 2. Roll Call and Attendance | R. Snyder |
| 3. Additions and/or
Deletions to the Agenda | R. Snyder |
| 4. Approval of March 2006 Minutes | R. Snyder |
| 5. Marketing Efforts Review
for 2006-2007 | H. McDonnell |
| 6. Sales Overview | H. McDonnell |
| A. Product | |
| B. Demographics | |
| C. Distributor | |
| 7. Market Research Summary | T. Fawcett |
| 8. Marketing Opportunities | T. Fawcett |
| 9. Future Initiatives | T. Fawcett |
| 10. Adjournment | |