



**2022 CEMA ANNUAL MEETING  
MEMBERSHIP AND MARKETING COMMITTEE MEETING**  
The Scottsdale Resort at McCormick Ranch, Scottsdale, AZ  
Saturday, March 11, 2023 – 7:30 am

**AGENDA**

1. Call to order.
2. Attendance and Introductions.
3. Approval of Minutes of September 20, 2022 (Attached).
4. Section/Committee Champions.
5. Membership Report and Conveyor System Integrators
6. Marketing Report
  - a) **CEMA Store Status**
  - b) **Analytics Review – Measuring Success**
  - c) **Advertising – DC Velocity, Feed & Grain, possible contingency spending**
  - d) **White Papers / “Members in the News” / Newsletters**
7. News Release – Review and Approve.
8. Old Business
  - a) Updates about the **marketing ideas** previously discussed:
    - Social media promotions such as LinkedIn
    - Create banners and stand-up displays for members to display at Trade Shows.
    - Promote sponsorships in the new Quarterly newsletters
    - Reach out to members not attending meetings
9. Election of a Co-Chair (Bulk)
10. New Business
11. Next Meeting – September 19, 2023, at Hilton Chicago O’Hare Airport, Chicago, IL.
12. Adjourn



CONVEYOR EQUIPMENT  
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Jimmy Swiger, Co-Chair-Bulk

Paul Dent, Co-Chair-Unit

Mike Nisenbaum, Vice-Chair





