



CIC Marketing Committee
Planning Session
January 15-16, 2004

Co-Chairs:

Stacy Bartnik

Carter & Carter

Lisa Bellizzi

CARSTAR

Guy Bargnes

BASF



Mission Statement

- **To create and implement a marketing communications program that enables CIC to represent and address :**
 - ◆ **Increased participation and awareness of underrepresented industry segments**
 - ◆ **Increase local association involvement**
 - ◆ **Documentation**
 - ◆ **CIC web site exposure**

Committee Members

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- Bruce Cooley
 - Dennis Kennealy
 - Karl Krug
 - John McKnight
 - Tom Moreland
 - Margo Smith
 - Russ Thrall
 - Martin Wojciechowski
 - John Webb
 - Craig Roberts
- Sherwin-Williams
Masters Collision Group
Toyota
Thoroughbred Collision
Akzo Nobel
Storm Appraisals
ABRN / CollisionWeek
ABRA
CSi Complete
Insurance Auto Auctions



2003 Accomplishments

- Web site
 - ◆ New design
 - ◆ Updated
- Updated flyer
- Welcome new participates at registration
- Surveyed CIC participates



2003 Accomplishments

- Increased flyer distribution
- Pre-meeting publicity (Boston/article)
- Created and update new participate database
- Increased new participates at each meeting
- Follow up letter sent to new participates



Goals

- Use input from survey's to improve attendance and involvement
- Continue to provide useful information on the web site
- Increase awareness



Getting the Word Out for CIC Nashville

- How you can help
 - ◆ Distribute CIC flyer
 - ◆ Discuss CIC and the benefits
 - ◆ Promote upcoming meetings
- Anyone Interested Please Contact Stacy:
 - ◆ 847-561-6817
 - ◆ stacybartnik@comcast.net