

## **CRC Marketing Committee Meeting Minutes**

September 12, 2003  
2:00 P.M – 2:30 P.M. CST  
Telephone Conference Call

Attendees: Edward Jaselskis, Bill O'Brien, Eddy Rojas, Lucio Soibelman

### **Discussion:**

It was decided that we would initially focus on getting the CRC website updated on the CI homepage. It is important to have a presence on the web for both academics and practitioners. Up to this point, Michael Toole, has been sending Debra Kates information. Michael has agreed to relinquish this responsibility. Lucio Soibelman agreed to help out with updating our website. A brochure may be a good marketing tactic but more thought is needed with this item.

### **Action Items:**

1. Soibelman to update current CRC website with updated information provided by Jaselskis (CRC membership list, meeting minutes, events).
2. O'Brien and Rojas will consider possible enhancements to our website.
3. The marketing committee will seek input from CRC members after it is updated.

### **Next Meeting**

On Call.