

Sustainability Series



Sustainability Teleconference Series

Marketing 101

Thursday, September 20, 2007

Agenda

Moderator

Chris Palombo, Project Manager, Access Leadership, Ascension Health
cpalombo@ascensionhealth.org

Speakers

- Cathy Maxwell, Executive Director
HealthKey
Tawas City, Michigan
989-362-9755
cmaxwell@sjhsys.org
- Jack Salo, Executive Director
Rural Health Network of South
Central New York
Whitney Point, New York
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- Jennifer Bolen, Intake Coordinator
HealthKey
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Call Agenda

- ❖ Welcome - Lindy Vincent, Program Director, Communities Joined in Action
- ❖ Introductions by Moderator - Chris Palombo
- ❖ Speaker Panel Presentation - Brief description by each speaker of their organization and summary of services that are provided.
- ❖ Review of marketing objectives & brief discussion of how marketing relates to sustainability & fund development, and identifying who is your core, crowd & community - Chris Palombo
- ❖ Speaker Panel Presentation - Each speaker will share their experiences of their "best practice" - what they have learned and personal experiences
- ❖ Question & Answer Session - Chris Palombo
- ❖ Introducing the CJA Marketing Toolbox - Lindy Vincent
- ❖ Call Wrap-up - Lindy Vincent