

# **AMERICAN PECAN COUNCIL**

## **MARKETING COMMITTEE**

Wednesday  
July 24, 2019  
2:15 p.m. Central Time

<https://zoom.us/j/760752286>

or

**CONFERENCE CALL:**  
1 (669) 900-6833  
passcode: 760752286#

## **AGENDA**

### **I. CALL TO ORDER – Bruce Caris, Chairman**

- A. ROLL CALL
- B. ESTABLISH QUORUM
- C. APPROVAL OF PREVIOUS MINUTES (Action Item)
- D. CHAIRMAN UPDATE

### **II. HEALTH & NUTRITION MARKETING**

- A. Health & Nutrition Studies RFP (Action Item)
- B. Health Studies 2020 (Action Item)
- C. Nutrition Marketing Proposal (Weber Shandwick / EatWellGlobal) (Action Item)

### **III. 2020 PROPOSED MARKETING ACTIVITIES**

- A. Weber Shandwick Proposal (Action Item)
- B. iHeart Media Digital Proposal (Action Item)
- C. AspireIQ Influencer Proposal (Action Item)
- D. Learfield/IMG Digital Proposal (Action Item)
- E. Media Placement/Management (Action Item)
- F. NPSA Chef's Summit Event Proposal (Action Item)
- G. Nielsen Research Data Proposal (Action Item)
- H. Kids, Kows & More! (Action Item)

### **IV. MARKETING BUDGET**

- A. Marketing Activity Adjustments 2018/19 (Action Item)
- B. Marketing Committee Budget 2019/2020 (Action Item)

### **V. NEW BUSINESS**

### **VI. ADJOURNMENT**