

Communication/Image Committee Report Hamilton Jan.10/04

The Hamilton meeting breakout session went very well for our committee. There was lots of discussion on what direction we should take. It came down to making sure we can have a deliverable for the meeting in Calgary.

The mandate that was discussed, did not change much from before. The mandate is to continue to develop methods to communicate positive information about our Industry. We will communicate stories to local media before each meeting and also to trade publications.

The key benefit is that communicating these positive stories will start changing the perception of our industry, both internally and externally. There 2 cautions that were discussed, cost of publishing or getting the message out, and make sure the content is appropriate.

After discussing numerous topics, such as to communicate environmental issues to partnering up with groups like MADD, it boiled down to two top actions.

The first is for our committee, or others, to send positive stories to Mike Mario. Then, we will pick the top five to bring to Calgary. Two of the stories will be of a local flavor. It is also hoped that we will be able to put together a press kit prior to the Calgary meeting for the local media. If a government official can be persuaded to come, we will make sure this information gets to the local media. Some other stories that were mentioned were the Tom Nguyen story that he presented at the Hamilton Meeting and the Gold Medal award that Concours Collision received from the Better Business Bureau for business of the year, the success of the meeting in Hamilton.

The second action is to investigate the current status of the website and bring forth recommendations regarding webmaster for constant updating to get all messages on the site. Bahram Mirzaagha will do the investigation and make sure the website is updated before the Calgary meeting.

Mike Mario
Communication/Image Chair