



## Introducing the Chicago Section Marketing Committee

I wanted to take the time to introduce our members to the activities of a very important committee within your Section. The committee is the Marketing Committee and it is a fairly new one but with a number of familiar committees listed now as subcommittees under the Marketing Committee umbrella.

My name is Bill Becht and I lead this committee. I am always looking for new marketing ideas that you may have seen within or outside of our Food Industry - ideas that we can use to improve our Section's relevance to our members.

Our committee consists of the following sub-committees:

- Newsletter
- Social Networking –Including LinkedIn, Facebook, & Twitter pages
- CFAR
- Website
- Minute-Person
- Directory
- New sub-committee called Sponsorship

We have a number of very talented and seasoned veterans as well as some extremely enthusiastic less seasoned members that are supplying a number of great ideas for our Section to move forward.

The key idea of any marketing group is to communicate...communicate goals, information, the Section's relevance, our activities and events, networking opportunities, and to promote and defend our brand...that is the brand of the Chicago Section IFT. Note the letterhead above. Look closely. We were the first Section chartered by National IFT. We are a Section of Excellence thanks to the hard work of our many participating members. The founding members of our Section were the legends...pioneers in the food processing industry. They are the authors of many of the textbooks written in the mid 20<sup>th</sup> century and used as the foundation for many of the Food Science texts many of us studied at our universities.

We can be proud of our Section and the brand that all of these volunteers have created. We are a Section that is the gold standard used in measuring a section's performance. Our Suppliers' Night is seen as a wonderful adjunct to the National IFT Yearly Expo. Your Section has developed and championed this brand and logo to mean something special not only in our Midwest Market Area but also across the USA, North America and even globally. We have many international participants in CSIFT Suppliers' Night.

The marketing committee is also involved in increasing our Section in member numbers, in meeting participation and relevance, in support and sponsorship from local, national and global companies for our activities including our philanthropic and scholarship support.

Our goals as a committee revolve around communication. Here are some of our goals:

- Website Updates –Timely and Informative
- Calendar Coordination-Best way to synchronize so all of our events are planned for well ahead of time.
- Social Media Coordination-FB, Linked-In, Twitter, NP –How do we make this more valuable and relevant for all our section members?
- Sponsorships-General, Event Specific-Managing Financial Supporters of our Section. These will be suppliers and large food processors in our market area.
- Monthly Newsletters-relevant articles, pictures and information for all members.
- CSIFT Brand Representation and Defense of Logos
- Reaching Potential Members and Current Members in the Section Area
- Marketing Efforts and Benefits of CSIFT to Large Food Processors in Area
- Coordinating the CSIFT marketing with Food Industry Organizations like C-FAR

Our committee is still looking for volunteers to help with the various subcommittees. There is something for everyone here. If you are in Sales, your skills are welcomed and needed in a number of the committees including Sponsorship and Social Marketing. If you are on the technical side, we could use your help on things like being your company's minute-person representative letting others from your company know of our meetings and activities. You can also be involved in our website upgrades and measurement of data from the information received from our website. We have a great mixture of Marketing/Sales types and Technical types that provide a great deal of insights and outlooks for our Section.

Our Sub-Committee Chairs are listed here:

<b>Marketing</b>	<b>Bill</b>	<b>Becht</b>	<b>Dempsey Cor</b>	<b>630-322-9622</b>	<b>bill@dempseycorporation.com</b>
<b>C-FAR</b>	<b>Nate</b>	<b>Matushes</b>	<b>Kraft Foods</b>	<b>847-646-3444</b>	<b>nathan.matusheski@kraftfoods.com</b>
<b>Directory</b>	<b>Bill</b>	<b>Becht</b>	<b>Dempsey Cor</b>	<b>630-322-9622</b>	<b>bill@dempseycorporation.com</b>
<b>LinkedIn</b>	<b>Susan</b>	<b>Nielsen</b>	<b>Consultant</b>	<b>847-438-1552</b>	<b>star818@sbcglobal.net</b>
<b>Minute person</b>	<b>Liz</b>	<b>Suter</b>	<b>Sara Lee</b>	<b>630-991-5108</b>	<b>elizabeth.suter@saralee.com</b>
<b>Newsletter</b>	<b>Anna</b>	<b>Lovis</b>	<b>Equichem Int</b>	<b>630-784-0432</b>	<b>alovis@equichem.com</b>
<b>Social Media</b>	<b>Carolyn</b>	<b>Tayabji</b>	<b>Unilever</b>	<b>773-308-6826</b>	<b>Carolyn.tayabji@unilever.com</b>
<b>Sponsorship</b>	<b>Diane</b>	<b>Dawson</b>	<b>Dawson Sales</b>	<b>630-574-8100</b>	<b>dianedawson@dawsonsales.com</b>
<b>Website</b>	<b>Nate</b>	<b>Matushes</b>	<b>Kraft Foods</b>	<b>847-646-3444</b>	<b>nathan.matusheski@kraftfoods.com</b>

Get in touch with them and see what part of marketing for the Section suits you.

You will see many things coming from our committee and sub-committees as we market our Section and all members and activities in it. Come along and join in the action!