



10.14.07 AI 10J

To: CSWEA Executive Committee
From: Tom Mulcahy, MARC Chair
RE: MARC Committee Report
Date: October 13, 2007

Members

- Tom Mulcahy of Mulcahy/Shaw Water
- Don Doonan of Doonan Environmental
- Tim Schilz of Aqua Sensors
- Abraham Salmzadeh of Tech Sales Co.

Marc Committee

Marc committee has been formed for Central States to represent the interest of the manufacturers and their agents in the support of the organization. The focus will be on the following items:

- Solicit the input of the manufacturers and representatives for their needs in this organization. We have agreed to send out a survey to this group and solicit their input. We will put a heavy emphasis on the annual Central States convention. The feedback so far has been that the focus should be on the increased attendance at the annual convention. The survey will be a way to solicit input as to what the manufacturers and representatives feel is important for them to see at the convention.

We had our most recent conference call in August 2007. We reviewed the following goals:

- Survey shall be out to the manufacturers and representatives by the end of November 2007. Survey will be sent out via electronic mail. Survey results compiled and our committee shall work with the planning committee for all future annual conventions.
- The Marc Committee also discussed a meeting with the manufacturers and representatives to discuss the survey results and listen to the input, while they're in attendance at the joint expo. This would be a brief meeting early one in the mornings of the convention.
- The other task we will be doing is to immediately follow up after the Central States events, especially the annual convention, to provide a forum for feedback

for those that attended the convention. The group felt there was currently no feedback method, just a lot of discussions on ideas to help support the convention.

- We are also providing feedback to the planning committee for the 2008 annual convention. We are looking at how many days to display. Also how to increase attendance as well.

After we receive this information, we will prioritize the list and set some goals and timetables for the 2007- 2008 year.