

## MARKETING COMMITTEE

*The mission of the Marketing Committee is to make the Minnesota State Fire Chiefs Association as visible as possible, act on ideas and suggestions from the membership and to promote any programs, education safety and fire service needs as directed.*

The mission of the Marketing and Membership Committee is to make the Minnesota State Fire Chiefs Association (MSFCA) as visible as possible, act on ideas and suggestions from the membership and to promote any programs, education, safety and fire service need as directed.

With the vision of the committee in mind and direction from the board of directors, our committee has continued to work on enhancing and promoting the new MSFCA website as well as keeping members informed through magazine featured articles and Facebook updates.

The Committee continually works on providing membership information to non-members. This year with a lot of help from FSA the agents for that serve the MSFCA, and a few board members we began a membership drive. Each month we sent out an email to a select region and then we followed up with a phone call to answer any questions.

The drive was a great success with our totals thus far, which we are certain will change a bit, with the discount that is offered for membership at registration for the conference.

Currently we are at 1,525 individual memberships with 238 of them new to the Association this year, with 427 departments represented.

I personally had a great time talking with the non-members and sharing what the Chiefs Association is involved in while listening as they shared the concerns of their individual departments. It amazed me, how unique each department is. Issues are the same but very different!

We also added a conference only polo at the fall conference and the officer's school. The shirt was pre ordered and was ready the first day of the conference.

### **Marketing Committee**

Shannon Ryder, Chair

Jason Polzin and Marc Volk Isanti Fire District; Maddison Zikmund, SBM Fire; Tim Holmes, Brainerd Fire Department and his wife Jenny Holmes.

*Developing Current and Future Leaders*

*To Create a Stronger, more Effective Minnesota Fire Service by Engaging Leaders with the Best Training.*