

Nurse Practitioners of Oregon
Marketing and Membership Conference Call Minutes
18765 SW Boones Ferry Road, Suite 200
Tualatin, Oregon 97062

Meeting Date: November 16, 2011

Meeting Location: Conference Call

Present: Mary Grant, LuAnn Cook, Pam Rathbone, Anne Barry-Lever

Staff: Susan King, Scott Palmer

1. The meeting was called to order by LuAnn Cook at 1905
2. The focus of the call was to review goals and discuss marketing.

Topic and Discussion	Follow-up Action	Responsible Person(s)	Date Responsible
Marketing budget set at \$10,000 Rec: Pam Rathbone move ahead \$10,000 targeted Work with Scott Palmer on content and message Exec Committee to approve, then launch	Develop marketing content and message Approval	Pam Rathbone and Scott Palmer NPO Exec Committee	

Adjournment: 1938

Submitted by Susan King, Acting Recorder