

P2Rx Marketing Committee Conference Call

May 31, 2011

1:00 – 2:15pm (PDT)

4:00 – 5:15pm (EST)

Participants:

Andy Bray and Rachel Smith (NEWMOA); Bob Iverson (GLRPPR); Thomas Vinson (ZeroWaste); Myla Kelly (Peaks); Donna Walden (WSPPN); Paula Del Giudice (PPRC); and Angela Miller (NPPR).

Purpose:

The main purpose of this conference call/webinar was to discuss plans for the public rollout of the “National Sustainable Lodging Network” at www.sustainablelodging.org, including a discussion of necessary marketing tools and possible timeline.

National Sustainable Lodging Network Launch:

Andy Bray reported that the April 1st launch to hospitality program managers was successful and that the Network currently has 92 members, 28 of whom are also within the Program Managers Group (approx. one-third of the expected total). He noted that Rachel Smith has been encouraging all members to join the Program Managers Group through regular message broadcasts sent via email.

In addition, Andy stated that not many people are contributing to the site. Rachel has been working with several members to post calendar events, blogs, and add their own content through the discussion forum within the Program Managers Group. It seems that once members get over their initial anxiety of posting new material, they find that it is quite easy to do. However, having members respond to that content is also proving to be a challenge. Rachel has also been encouraging members to respond to the discussions (one on hospitality program attributes and one on compostable food service ware) at least twice since they were posted several weeks ago, and yet there are no conversations being taken up.

The original goal was to have the Program Managers promote the network to lodging facilities participating in their sustainable hospitality certification programs. Therefore, Andy asked the Committee how they felt about holding off on the June public launch until the current members seem to be more comfortable with the site. The Committee agreed that pushing the broader launch to September would be beneficial. Donna Walden noted that the summer is usually a busy time for the hospitality industry, so facilities wouldn't likely be able to get very involved right away anyway. Angela Miller recommended that we coordinate the public launch with “P2 Week,” which is the third week in September. The rest of the group agreed that this would be a good target date.

Andy stated that NEWMOA and the other P2Rx Centers will promote the National Sustainable Lodging Network at the upcoming NPPR Environmental Sustainability Summit; so he is hopeful that more people will join and take an active role in the network between then and September. He also noted that the Centers will need to review additional marketing materials to reach the new audience and suggested that the Program Managers could possibly be involved in this work.

Next Steps / Timeline

- Circulate and finalize press release
- Create an inspirational video introduction (Andy will work with Rob Guillemin)
- Create a Facebook page or Fan page to accompany NING website
- Schedule a series of Blogs on “hot topics” (e.g., bed bugs)
- Explore different messaging needs (e.g., draft a separate introductory letter for Program Managers to send out to their facilities)

Andy will designate specific timeframes or target dates for the items listed above and share them with the Committee via email.

P2Rx Marketing Plan & Strategy:

The group agreed that this document is all set to post on the P2Rx website.

P2 Week Video Contest:

Donna noted that none of the other P2Rx Centers are taking part in this video contest. However, she stated that Region 9 is accepting video submissions from other regions so she invited the other Centers to announce this contest on their websites or promote through regional listservs.

EPA’s P2 Website:

Beth Anderson previously mentioned that the EPA’s P2 page may be out of date and suggested that the P2Rx Centers update this page to include a description of their current products and resources. Donna and Thomas agreed to review and update this webpage. The other Centers will review the specific information posted about their Center to make sure that it is up-to-date.

Next Steps for P2Rx Marketing Committee:

Donna felt that the group ought to focus on the National Sustainable Lodging Network launch over the summer and Andy and Donna will work together on a timeline for the centers participation. In addition, Paula, Thomas, and Donna wish to work on a case studies template for P2Rx. This will be discussed further during a special case studies meeting during our Detroit meetings

Next Conference Call:

TBD