American Brush Manufacturers Association
Agenda of the Meeting of the
Public Relations Committee

Wednesday, March 4, 2020
Renaissance Vinoy
St Petersburg, FL
9:30 AM – 10:20 AM

Mission Statement
The mission of the ABMA Public Relations Committee is to create a strong image for the Brush, Broom and Mop industry in support of its member companies by: Developing new markets, expanding existing markets; and stimulating interest in ABMA among potential customers, members and the press. One tool is the Association’s webpage for which the Committee has creative and maintenance responsibility.

I. WELCOME AND REVIEW OF ANTI-TRUST GUIDELINES       RJ Lindstrom, Chair

II. REVIEW AND APPROVAL OF PREVIOUS MEETING MINUTES

III. REVIEW OF ASSOCIATION’S P/R ACTIVITY

A. ABMA Webpage
   1. Review ABMA Public areas, ABMA Groups on Social Media
   2. Review Members’ Only and E Commerce areas
   3. Review and discuss any upcoming revisions and changes

B. Monthly Brush Up Review and Press Release Activity

C. InterBrush Update

D. Innovation Excellence Award
   1. Review submission exhibit
   2. Review voting procedure

IV. OTHER BUSINESS

V. ADJOURNMENT