Logo, company name

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Marketing Work group

Date: Thursday, August 8, 2024 Time: 2:00-3:00 pm A close up of a logo

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Location:Zoom

**Members:**

Chair: **Tony Fuhrmann**, Madison County Employment & Training

**Daniel Serota**, Apprenticeship Illinois Committee Chair, Aon

**Cyndi Bergstein** – Chicagoland Workforce Funders Alliance

**Mark Yates**, Safer Foundation

**David Girzadas** – City Colleges of Chicago

**Jan Keresztes** – Accreditation Council of Pharmacy Education

**Jennifer Foil** – Center for Governmental Studies NIU

**Danielle Kuglin Seago,** Project Hire-Ed, DuPage

**Lee Reese** – St. Clair County Intergovernmental Grants Department

**Craig Schmidt**, Calumet Area Industrial Council

**Sheree Speakman** – Accreditation Council of Pharmacy Education

**Tom Wendorf**, IWIB Business Engagement Committee, Co-Chair

**Kara Demirjian Huss** – TCCI Manufacturing/DCC Marketing

**Mitch Dickey** – TRANSFR Inc.

**Curt Rendall** – Heartland Community College

**Sheryl Morris** – UNITE HERE Chicago Hospitality Institute

**Jamie Corda Hadjaoui** – LWIA 23

**Marion Batey** – Chicago Cook Workforce Partnership

**Larry Fitzpatrick** – E&ES

**STAFF:** **Kiersten Baer**, **Jordan Johnson**, ISU-ICSPS, **Kimberly Heinisch,** Illinois workNet support

| Time | Item | Presenter |
| --- | --- | --- |
| 2:00 | Welcome | Tony Fuhrmann |
| 2:00 | OMA Guidelines | Kiersten Baer |
| 2:05 | Marketing Survey | Tony Fuhrmann |
| 2:15 | Marketing Focus Groups | Tony Fuhrmann |
| 2:30 | Website Marketing Update | Kimberly Heinisch |
| 2:40 | Apprenticeship IL Bootcamp | Kiersten Baer |
| 2:45 | NAW | Tony Fuhrmann |
| 2:55 | Public Comment & Questions | Tony Fuhrmann |
| 3:00 | Adjournment | Tony Fuhrmann |
| **NEXT Meeting: September 5, 2024 @ 2 PM**  ***Apprenticeship Illinois IWIB Quarterly Committee meeting***  ***2024 Meeting Dates:***  ***Fall – September 19, 2024 Winter – December 12, 2024*** | | |