

Retail Management Certificate

RMC Advisory Council Meeting

DETAILS

Date: Wednesday, February 17, 2016
Time: 11:30 am – 12:30 pm ET
Call-In Number: 866-269-6685, Passcode: 1798335

AGENDA & MINUTES

11:30-11:35	Welcome <ul style="list-style-type: none">• Introductions (see Attachment #2 - RMC Advisory Council Roster and Attachment #3 - RMC Advisory Council Overview)• Review of FMI Antitrust Policy (see Attachment #4 - FMI Antitrust Statement)<ul style="list-style-type: none">○ Carol Abel introduced the members of the Council.○ Carol Abel reviewed the FMI Antitrust Policy.	Carol Abel
11:35-11:50	RMC Program Overview <ul style="list-style-type: none">○ Website: www.RetailManagementCertificate.com• Overview of Council Members' current involvement and recent engagement with the RMC Program (see Attachment #5 - Expression of Interest Form)• Q&A with Council Members<ul style="list-style-type: none">○ Cherie Phipps provided an update on the recent expansion of the program.○ Chuck Joseph discussed his presentation to the Connecticut Food Association's Executive Committee. Carol Abel discussed sharing the overview PowerPoint presentation with the Council.	Cherie Phipps
11:50-12:05	2016 RMC Summit Agenda <ul style="list-style-type: none">• Agenda (see Attachment #6 - 2016 RMC Summit Draft Agenda)• Q&A with Council Members<ul style="list-style-type: none">○ Carol Abel provided an overview of the RMC Summit Agenda.○ The Council agreed that the agenda format is strong and we should move forward inviting speakers.	Carol Abel
12:05-12:20	2016 RMC Summit Marketing <ul style="list-style-type: none">• Audience Generation<ul style="list-style-type: none">○ Website: www.TheRMCSummit.org○ Save-the-Date Flyer (see Attachment #7 - 2016 RMC Summit Flyer)	Carol Abel

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	<ul style="list-style-type: none"> Q&A with Council Members <ul style="list-style-type: none"> Carol Abel requested feedback from the Council regarding upcoming marketing opportunities, groups to contact, etc. Mike Stigers suggested that Council Members reach out to specific prospective companies/attendees to personally invite them to attend. Dagmar Farr suggested drafting a letter to the FMI Board Members. Bev Lynch has been advertising to FIAE's state association members via FIAE's website and newsletter. Bev Lynch suggested hosting a webinar designed specifically for state associations. Dagmar Farr mentioned the possibility of subsidizing the hotel costs for state association attendees. Cherie Phipps will be speaking at the NGA meeting (Feb 29th during a morning session) and will promote the RMC Summit during her session. Carole Christianson suggested promoting that specific state associations are already offering tuition and supplies reimbursement/scholarships. Dana Welch suggested that the American Association of Community Colleges (AACC) is hosting a conference on April 9-12, 2016, in Chicago, IL. 	
12:20-12:22	<p>Future Calls/Meeting(s)</p> <ul style="list-style-type: none"> Upcoming conference calls: <ul style="list-style-type: none"> March 18 at 11 am ET April 22 at 11 am ET May 25 at 11 am ET 2016 Retail Management Certificate (RMC) Summit on June 23-24, 2016 at Hyatt Regency Chicago in Chicago, IL. Held in conjunction with FMI Connect on June 20-23, 2016 in Chicago, IL - More info: http://www.fmiconnect.net/ <ul style="list-style-type: none"> Carol Abel reviewed the upcoming meetings. 	Carol Abel
12:22-12:30	Q&A with Council Members	Carol Abel
12:30	Adjourn	

Resource Documents:

Attachment #2 - RMC Advisory Council Roster
Attachment #3 - RMC Advisory Council Overview
Attachment #4 - FMI Antitrust Statement

Attachment #5 - Expression of Interest Form
Attachment #6 - 2016 RMC Summit Draft Agenda
Attachment #7 - 2016 RMC Summit Flyer

