



**Marketing Second Work Group Meeting
February 12, 2016
Offices of McGuireWoods, Gateway Plaza
800 E Canal St, Richmond, VA 23219
Frances Hayes Room, 18th Floor**

Chair Present:

Guy Sanitate, Scitor Corporation, an SAIC Company

Work Group Members Present:

Bob Dehnert, Senior Director, Raytheon Company
Scott Strimple, Captain, United Airlines

Commissioners Present:

David Hamrick, Senior Technical Advisor, The MITRE Corporation
Dr. John S. Langford, Chairman and CEO of Aurora Flight Systems

Representing Commission Members:

Nicholas Devereux, Office of U.S. Senator Mark Warner

Guests in Attendance:

David Hinton, Executive Director to the Commission, Office of the Secretary of Technology
Greg Richards, Assistant Attorney General, Office of the Attorney General
Jonathan Selby, Office of the Secretary of Technology
Jay Smith, Partner, Capital Results

Public Members Present:

Listing attached to minutes of the third full Commission meeting, February 12, 2016

Minutes

1:20: Convene the Marketing Work Group

Discussion of the trade association; Jay Smith was asked to comment regarding a trade group vs an association. He discussed "Industry driven" vs "industry growing". It must not serve only the firms in the association but also grow and bring in others. Look at how others have addressed from a governance view.

Guy: we have been discussing revenue as a metric. That can become the charter to make that happen. But the state needs to take an interest.

Review Draft - Subject to Commission Approval

Jay Smith: Will there be an entity to execute the recommendations that the Commission will come back with? North Dakota gets people to write about them – brings in reporters! Creates the buzz. The focal needs to be sooner rather than later. Time match the recommendations with someone to execute.

Joel: North Dakota was amazingly creative

1. Enlisted the Air National Guard
2. Congressional liaison group
3. Went to other countries around the world

Daniel Morris – Consider the NIA and our labs as a resource.

Scott: Why don't we start the buzz now?

1. Brochure
2. Industry Day. Multiple per year
3. Work with the Global Trade Conference in August in Norfolk? (VEDP?)
4. Go to the arts for a documentary on Virginia, or create a contest.
5. Full page ad in AUVSI mag.

Is there a point in Virginia for further info? Yes VUS@governor.virginia.gov

Tracy: VEDP can do an event around UMS. Writers' road show.

VEDP International Trade Division can help small firms with matchmaking. Is the Valet Program. (Virginia Leaders in Export Trade)

2:50: Approval of the Minutes of the First Marketing Work Group meeting

No discussions or objections. Guy made a motion to accept, seconded by Scott, approved unanimously.

2:55: Adjourned

Motion to adjourn by Guy, seconded by Scott