



## 2020 Spring Meeting

# MARKETING COMMITTEE

Jason Darley  
Chad Moffat  
Jason Witmier



## Committee Members

- **Jason Darley / Chair** – W.S. Darley & Company
- **Chad Moffat / Co-Chair** – Boise Mobile Equipment Inc.
- **Jason Witmier / Co-Chair** – Fire Research Corporation
- Bob Albano– Hendrickson
- Marcello (March) Iacovella – WATERAX, Inc.
- Alissa McGlone – E-ONE, Ferrara and KME
- Kim Morrow – Akron Brass Company
- Karen Pramas – United Plastic Fabricating

Board Liaison: Oran McNabb



# Marketing Activities

- Spring Meeting Graphics
- Enhancing Value to FAMA customers
- FDIC / FDSOA Update
- Clarion – FAMA Buyer's Guides E-Blasts



# 2020 Spring Meeting Graphics



Graphics Submitted By: Jason Darley



# 2020 Spring Meeting

## How does FAMA enhance relevance to customers; Value Propositions directed towards

- *End Users*
- *Dealers*
- *OEM/Component Manufacturers*



# FDIC Sponsorship

Ad in 2020 Official Show  
Guide and FDSOA



**FIRE  
APPARATUS  
MANUFACTURERS'  
ASSOCIATION**

**FAMA -Did you know, we offer:**

- Fire Apparatus Buyer's Guides
- Product information
- Industry expertise

**Buyer's Guide Categories**

WARNING LIGHTS WINCHES WHEELS PUMPS  
REELS AERIAL APPARATUS TANKS

If your department is buying an  
engine you need to Visit [FAMA.org](http://FAMA.org)

[fama.org](http://fama.org)

Maryland Hallway  
Banners



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Graphics By: Karen Pramas



## FDSOA Sponsorship

### FDSOA Sponsorship

- Vendor Reception  
Sunday, January 12<sup>th</sup>



*Sponsorship included free booth for promotion of buyers guides & opportunity to address the full group of attendees  
(Apparatus as well as Health & Safety symposiums)*



## Marketing Activities

### Clarion e-blast campaign; FAMA Buyer's Guides

- *Multiple members splitting review on 12 mo's circulation*





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Q & A