



# 2018 COMMITTEE REPORT



## Communications & Membership Committee

**CHAIR:****Cynthia Astrack****CO-CHAIR:****TJ Widuch****Board Liaison:****Michael Natale**

The continued growth of FEMA's membership helps to establish a unified voice for the flavor industry. In the 2017-2018 membership year, FEMA welcomed the following new member companies: Blue California, Callisons, CIE, Daepyeong, Flavor Producers, Jungbunzlauer, Layn USA, and True Dairy Specialty Ingredients.

Over the past several quarters, the Communications and Membership Committee (C&M) has been diligently working on refreshing its overall action plan focusing on three main pillars: Retention; Recruitment; and, Communication. In order for FEMA to grow its membership and retain its position as an industry leader, C&M has developed a calendar to structure its action plan throughout the next membership year. In summary, C&M's accomplishments are:

- **Retention:** C&M created FEMA's member concierge program. This effort was implemented in the second quarter of 2017 to shepherd new members through their first association meeting, and personally introduce them to association leadership and members. At the Fall Symposium, the Committee expanded the First Time Attendee Reception to the New Member & First Attendee Reception to highlight the networking opportunities at the association's larger meetings. C&M continues to evaluate membership benefits in its efforts to bolster the membership value proposition for the existing member base.
- **Recruitment:** Developed a recruitment campaign targeting specific segments of the flavor industry. Development of a Membership Video continues. The completion of this project will support: 1) articulating FEMA's value proposition to potential members; 2) making a personal connection through current member testimonials; 3) achieving the goals as set forth in the Committee's action plan.
- **Communications:** In the third quarter of 2017 FEMA's newly designed website was launched. C&M played an integral part in the website development, centralizing FEMA's primary communication medium that provides flavor-related scientific, regulatory and technological content in a way that facilitated ease of use and a modernized look and feel. Additional improvements included mobile device responsiveness, increased site navigation intuitiveness, more robust search engine capabilities, and revitalized content for public consumption resulting from merging content from [flavorfacts.org](http://flavorfacts.org). The Committee will continue to evaluate the development of webpages that support the pillars of its action.