

Marketing Committee Goals for FIA FY 2009-10:

- Program and promote the 2010 FIA Marketing Workshop in Nashville. Content will continue to contain market updates and a forecast along with sales motivation and training.
- Look at marketing the FIA website better to the design engineering community.
- Discuss and address 2008 Technology Roadmap Marketing Challenges
- Continue offering input/recommendations/subcommittees towards FIA Strategic Plan, Marketing sector
- Promote/distribute new edition of the FIA Forging Capability Guide CD to customer list.
- Promote FIA RFQ via same as FCG CD.
- Continue to promote/distribute FIA customer education CD, "The Forging Advantage".
- Discuss post 2010 FIA customer trade show exhibition; determine shows; determine committee involvement
 - Great Designs in Steel 2010 ?
 - Windpower 2010 ?
- Continuously monitor and re-evaluate the FIA website and modify the following Marketing-related sections as needed: Request for Quote; Buyers Guide of Custom Producers; Global Insight Economic Outlook; Design Engineering Center