

POA Marketing Initiative Project Team

April 6, 2015

The team held a meeting on April 6th, its second official meeting, and hosted a session with Immortology's Bill Harper.

To review, the team's first meeting was to meet and understand, then discuss the goal and purpose of assembling a team.... ***"Create a dynamic marketing business model which will attract potential buyers/members to the Governors Club community and its associated lifestyle"***. Team alignment is critical and all are on board. The assembly of this new team is "late to the party", and a catch up phase is critical.

Prior to Bill Harper's arrival, they heard from Gus Koliass, one of the early pioneers of attempting to get the community to support an overall marketing budget as well as a targeted initial stage of developing an overall marketing plan. Gus expressed his overall thoughts of the effort as well as touching upon the key points of "what would I have done differently", as well as what worked, what didn't. His words were most helpful in the team seeing the opportunities as well as the barriers in the community's support of a major change/initiative.

Additionally, Bill Colton and I gave the team a high level review of activities in overall support of the team's goal.

The team had researched the Immortology Report so that a rehash of the problems/issues/research/"findings" was unnecessary. Bill Harper had received the team's questions in advance and he covered each to the satisfaction of the team.

Key points were discussed as well as debated so that the team has a clear path as to moving forward. As the team leader, my main issue was and is to get the team fully informed as to the "problem" so that forward action is focused and without having to recreate or debate history.

The next step is to get the team completely informed as to the website progress and to deliver the messaging content Julian Wachs will need for segments of the website project. That meeting will occur this week. And the website messaging content will be delivered two weeks later.

Phase I (team's purpose for creation, historical perspective, understanding of the problem) of the team's flight path will be completed at the conclusion of this week's meeting.

Phase II (initial brainstorming as to creation of key strategic issues, their overall impact and then basic prioritization) is set for May.

Respectfully submitted,
Joe Glasson

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