
MARKETING COMMITTEE

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A. Responsibilities

Develop and implement programs to promote the public image for members of the Association in the state. Keep apprised of ideas and information regarding marketing, energy conservation, sales and service to residential, commercial and industrial customers; and to keep member companies informed.

B. Duties

1. Plan for, prepare, and distribute publications throughout the state to promote the public image of the Association, the gas industry, and member companies as approved by the Trustees.
2. To share and discuss marketing procedures, programs and problems with member companies.
3. Maintain contacts with outside agencies and organizations to keep abreast of new product developments in the areas of equipment utilizing natural gas and energy conservation.
4. Inform trade associations through publications or seminars of research and development of new and improved applications for the use of natural gas.
5. Sponsor statewide training seminars for marketing representatives of member companies.
6. Monitor governmental rules and regulations within the gas industry pertaining to the marketing of natural gas.
7. Execute other assignments and conduct special studies as requested by the Trustees.
8. Periodically review and update the responsibilities and duties of this committee.