



## **SFI Communications Committee Conference Call**

Tuesday September 1, 2015, 11AM-12:00PM Eastern

Dial: 866-740-1260 Code: 5964719#

### **Agenda:**

- Welcome & Roll call
- Anti-trust
- **TreeHugger 2016 Proposal:** Update on proposal for new consumer-awareness initiative
  - Related document: Matrix of sponsorship services
  - Brief discussion around interest, path forward
- **SFI Market Relevancy Fact Sheet:**
  - Related document: Final Fact Sheet
  - Brief discussion around usage and distribution
- **SFI Annual Conference: 20<sup>th</sup> Anniversary**
  - Related document: DRAFT Agenda, panel descriptions
  - Discussion around draft agenda, 20<sup>th</sup> Anniversary highlights, key notes and VIPs
  - Q&A input
- **Final thoughts, comments?**
  - Next meeting scheduled for Tuesday, November 3, 10:30AM-12:30PM Eastern
  - ***NOTE: There will be no call in October as it coincides with the SFI Annual Conference***