

Production Brainstorming Minutes

September 24, 2019

10:30am – 12:00pm

Attending: Beth S., Ann K., Nancy B., Carrie P. and Steve H.

- A. **Overview of last meetings minutes** – Steve went over the August 13th minutes. No adjustments or clarifications needed to be made.
- B. **Development of the sales script** - Ann shared that WACOSA is in the final phase of identifying clients with the ability to help make preliminary calls to possible customers. Ann met with Charlie and, at this time, Charlie plans to forgo developing a script but will, instead, come to WACOSA to do a coaching session with clients on how to conduct the calls. That will occur in the near future once clients are identified.
- C. **Sarah's assistance** – Ann shared that Sarah is being recruited to assist in doing a deeper dive into the lists of business contacts that will be developed during the call process. Between the calls being done and the help from Sarah, we will take a 2 pronged approach to identifying possible customers. At this time, one of the things we need to do is make sure that Sarah has a license for NetSuite since the master list will be entered in to NetSuite moving forward.
- D. **Building on DocuShred** - Ann presented that we continue examining ways to expand our DocuShred business, meet our customer needs and neutralize the impact of our competitors. The Sales Committee has been discussing possibilities along these lines and agrees we must continue to evolve our business to meet changing customer demands. Our financial numbers look acceptable right now but we are not growing our business. Thus, we can expect these numbers to continue flat or trend down over time. Most recently, we have been exploring a few new concepts:
 - **E-Waste** – We have continued to examine this concept and have made little progress looking in to it. So, for now, we are not taking the idea off of the list of ideas to continue brainstorming. Our major competitors, locally MARCO, do E-Waste. We have been meeting recently with representatives from MARCO to determine collaboration possibilities and this will be one of the areas we plan to discuss.
 - **Borrowing Bins** – We have been loaning bins to customers for some time and then collecting bins and charging for the shred to be destroyed. This has worked well for many customers rather than paying a monthly fee for a bin they won't use most of the month. We are exploring advertising this option on a broader scale to attract customers who may prefer this format. The concept of an upcharge is also being looked at based upon this format. We are working with Traci in Finance related to this idea and some of the logistics surrounding how this can be done. Nancy pointed out that we better have bins on hand if we are going to do a mass marketing or email blast. The other concern is if customers currently paying will find this format to be unfair. It was determined that more discussion will be needed if we are to move forward with advertising this concept in a wholesale way right now.

- **Selling Shred Bags** – This idea was shared with Charlie who felt it could work. However, it will likely not succeed if WACOSA fails to develop a sound/aggressive marketing plan to be successful. So, Ann shared that the next steps for her will be to expand upon this idea to develop a more impactful marketing plan for the shred bag idea.
 - **Every Door Direct Mailer (EDDM)** – Ann shared that this item is less a decision to be made as a strategy and more a “to do” item for her list. In her conversations with Charlie, Ann is developing a sales strategy somewhat different from that which she has used in the past. We will target areas we already have business rather than hitting random areas.
 - **Assess equipment needs** – Beth mentioned that Bill has located a conveyor on Craig’s List that can be converted to help in the shredding of pull-tabs. Steve will be contacting the owner who lives in Wisconsin to examine the item to see if it is worth purchasing, since Steve lives closer to its location. If so, Steve will purchase the item and transport it to WACOSA.
 - **EZ Shred Meetings** – Meetings have been occurring to update the service items that can be tracked by EZ Shred. Traci and Laura in accounting has been brought into these discussions. More will be shared at a later time as progress moves forward.
- E. Body Stars (Almost Famous)** – Beth shared that we have examined the concept of moving forward with a product such as Body Stars ourselves. Charlie also shared that doing so has possibilities. However, Beth major concern in the number of clients that it would put to work, even if successful. All in attendance agreed that our Return on Investment has to be work for clients if we are to consider pursuing any ideas such as this. The obvious other concern is, if we were to fail at this, would we be alienating our current customer such that we would lose this work. Ann pointed out that the concept of this work would be to work with existing piercing salons to kit and label product under their unique brand. Research indicates that the piecing and tattooing industry is growing by 5% each year. However, we are left with the concern that little will be gained if more clients are not put to work. At this time, this idea will be shelved since anything we pursue should be labor intensive for clients.
- F. Challenge Center** – Steve has had no luck emailing the Challenge Center regarding our ability to tour their produce operation. He will reach out to them again, this time with a phone call to see if the emails he has been sending have been landing in the wrong mailboxes or if they have been ending up in spam. He will report back at the next meeting.
- G. Discount 70 Update** – Steve mentioned that representatives of Discount 70, a second-hand retail store in the metro had planned to tour WACOSA’s thrift operation. The meeting was canceled. Mike K. at Accessibility, Inc. in the metro is working to get a new meeting/tour arranged.
- H. Speedy Delivery** – Beth presented that she recently received a call that could mean work with Speedy Delivery who has an operation not far from our Waite Park location. We would be looking into a possible kitting opportunity for their Sewer Skewer, a device to keep vent pipes open in the winter time that vent sewer gases. She and Ann will keep us posted on any progress in this area.

Next steps –

1. Ann will continue possible marketing/pricing strategies for shred bags.
2. Steve will reach out to the Executive Director of the Challenge Center in Superior, Wisconsin by phone regarding the potential of getting a tour of Bay Produce arranged for the committee.
3. Beth and Ann will continue to work on Speedy Delivery work.
4. Ann will work with Devin at MARCO regarding some upcoming collaboration possibilities that could be significant.
5. Steve will get in touch with the owner of the conveyor advertised on Craig's List, arrange an appointment to see the item, purchase it if it meets our needs and transport it to WACOSA.
6. Steve will arrange another Brainstorming Meeting time.

Meeting Adjourned at 11:20pm.

Next meeting – October 30, 2019 – 10:30am – 12:00pm