



IAHTM BOARD MEETING AGENDA
Dublin, Ohio
Monday, December 4th, 2023, 7:30am EST

AGENDA

- | | | |
|---------------------------------------------------------------------------------------------------|-------------------|------------------------|
| 1. <u>Conflict of Interest</u> | <i>Discussion</i> | <i>Brendan O'Neill</i> |
| 2. <u>Approval of Agenda</u> | <i>Decision</i> | <i>Brendan O'Neill</i> |
| 3. <u>Approval of Minutes</u> | <i>Decision</i> | <i>Brendan O'Neill</i> |
| 4. <u>Texcare Update</u>
<i>Deposits Received/Vendor Interest</i> | <i>Discussion</i> | <i>Rocco Romeo</i> |
| 5. <u>LinkedIn - Proposal</u> | <i>Decision</i> | <i>Brendan O'Neill</i> |
| 6. <u>Touchstone Benchmarking</u> | <i>Decision</i> | <i>Brendan O'Neill</i> |
| 7. <u>Strategic. Planning Meeting Today</u>
<i>Goals for the day</i> | <i>Discussion</i> | <i>Brendan O'Neill</i> |
| 8. <u>Roundtable</u> | <i>Discussion</i> | <i>Brendan O'Neill</i> |
| 9. <u>Next Board Meeting and Adjournment</u>
<i>Next Board Meeting via Zoom 1/10/24</i> | | <i>Brendan O'Neill</i> |

IAHTM Board of Directors VIA Zoom

Friday, November 10th, 2023, 11:00am EST

In Attendance: President, Brendan O'Neill, 1st VP Charles Berge, 2nd VP Chris Hansen, Treasurer, Rocco Romeo, Directors: Meredith Bowery, Malcolm Pallos, Bill Moyer, Steve Johnson, Lumey Gamboa Executive Director, Christy Carper

AGENDA TOPIC	DISCUSSION	ACTION TAKEN
Call To Order		11:02 am
Conflict of Interest	Brendan O'Neill asked board members to declare now or before discussion.	<i>None at this time.</i>
Approval of Agenda	Brendan O'Neill asked if there were any additions or changes to the 11/10/23 agenda.	MOTION <i>It was moved by Rocco Romeo; seconded by Charles Berge that the agenda for 11/10/23 be approved as circulated; CARRIED.</i>
Approval of the Minutes	Brendan O'Neill asked for any amendments/changes to the minutes from the 9/29/23 board meeting.	MOTION <i>It was moved by Rocco Romeo; seconded by Bill Moyer that the minutes from the 9/29/23 board meeting, be approved as circulated; CARRIED.</i>
Welcome To Lumey Gamboa to The Board	Brendan O'Neill welcomed Lumey Gamboa to the board and thanked her for her willingness to join.	
Texcare Update	Rocco Romeo updated the group with the results of the Texcare sign up. 16 laundries have signed up, totaling 31 IAHTM attendees, including Christy Carper. Next step will be sending out an invite to the Education Partners. Once we have a total, we will plan to meet with Carlos Fernandes and Phil Hart to flush out the details. Max number for the bus is 48, and if all participate, we should be at @45. Discussion followed.	
Toronto Follow Up	Rocco Romeo discussed the Post Conference Survey Results that had been distributed to the group, stating that the 4 objectives for Toronto were to have great education, great networking, engagement,	

	<p>and a little fun. The results indicated the targets were met. Rocco R. addressed a few of the complaints about the lack of free time and discussion followed. The successful marketing of the conference and posts on LinkedIn were brought forward, as well as the positive feedback regarding Snack Chat, emphasizing the importance of keeping this event around.</p> <p>Brendan O'Neill explained an additional expense that was incurred when the hotel added taxes and fees to the \$280.00 a night subsidy. Discussion Followed. Rocco R. stated that he will share financials at the next meeting.</p>	
Strategic Planning in Person Meeting	Brendan O'Neill stated that all is set for the board's in-person meeting on 12/4 in Dublin, Ohio. Info had been distributed in the board packet and logistics then were discussed.	
Committee Updates	<p>Brendan O'Neill stated the Organic Growth Playbook Presentation done by Francois, Pilon, Ammar Khan and Steve Berg was very well received in Toronto. ARTA and ALM have requested this trio to present at their conferences in 2024. It was stated that it is imperative that we brand this as "IAHTM's Organic Growth Playbooks" when sharing with other associations. Bill Moyer asked if we could possibly receive an update in Palm Springs, sharing the other playbooks that have been completed.</p> <p>Chris Hansen gave an update on the most recent meetings that he has had with Ed McCauley and Christy Carper for Palm Springs. He reviewed the agenda and shared info about some of the speakers and events. The times for Snack Chat are confirmed on the agenda.</p>	
Adjournment		<p>MOTION</p> <p><i>It was moved by Chris Hansen; seconded by Charles Berge to adjourn the board meeting at 11:50am EST.</i></p>



International Association for Healthcare Textile Management

Proposal for LinkedIn Management



145 Spruce Street, Suite 100
Ottawa, Ontario K1R 6P1
info@truedotdesign.com
613.800.TDOT



October 27, 2023

International Association for Healthcare Textile Management
PO Box 215
Powell, OH
43065 USA

Attention: Christy Carper, Executive Director

Re: Proposal for LinkedIn Management

Dear Christy,

Thank you for providing TRUEdotDESIGN with the opportunity to submit this proposal for LinkedIn management. As discussed, your membership is highly engaged with your LinkedIn page, and a consistent presence on the platform will not only engage current members but help attract prospective members, as well.

We are delighted about the opportunity to work with you further. Please do not hesitate to contact me at 613.614.8851 if you have any questions or comments.

Regards,

A handwritten signature in blue ink that reads 'Shelley True'.

Shelley True
President

LinkedIn Onboarding

Building the Tools

Based on the ad-hoc social media work done to date and your marketing goals moving forward, we will create your social media strategy and build the tools to manage your LinkedIn. The deliverables include the following:

- Create a google sheet where all the social media tools live along with posts for approval moving forward
- Editorial Calendar – This is a template for all content calendars which includes recommended frequency of posting, optimal posting days/times, themes and content outline with audience optimization recommendations
- Create hashtag and tag maps
- Canva template designs
- Sponsored post recommendations (when, where and optimal spend)
- Design custom branded cover graphic
- Create the management and reporting software (e-clincher)

Fee for kick-off, tool building, optimization + planning: \$1,250 (one-time fee)

LinkedIn Ongoing Management

Your LinkedIn management will be guided by your social media strategy document. Find below the deliverables you can expect from your LinkedIn management package:

- Content research, planning, writing, and editing posts (the curated copy, videos and images will be optimized for LinkedIn). This includes 1 post per week on your LinkedIn page.
- Graphic design for branded posts
- Promoting chosen posts
- Social media monitoring (9am-5pm, Monday to Friday)
- Ongoing community building and engagement: liking, sharing, commenting, and responding to message requests on your behalf
- Stock photography rights (BigStock)
- Quarterly reporting and regular social media update meetings, including:
 - Review of planned posts and images for upcoming months
 - Review of quarterly analytic reporting

- Discuss up and coming company updates, events, community involvement, industry initiatives etc.
- Client communications and account management

The algorithm of some social media channels means that it is difficult to get good organic reach without sponsoring some content. We recommend that you reserve an additional \$150-\$200/month for promoted posts, events, campaigns, and content promotion. Note: This amount is paid directly to the social media channel advertised on.

Social Media Management Fee: \$900/month (1 post per week)

After the first 3 months, we recommend that the frequency be assessed and revisit the scope of work to ensure that your LinkedIn page is reaching optimal audiences. At that time, we will reassess the monthly budget.

Summary of Fees

LinkedIn Onboarding	\$1,250
LinkedIn Ongoing Management	\$900/month

Terms and Conditions

Payment Terms - A first instalment fee of 25% will be required to begin work. Billing occurs on the 30th of each month for work to date on each item. (Unless otherwise agreed upon in writing)

Associated Costs - Budget estimates are based on uninterrupted production until completion. In the event of delays in approval or changes in delivery deadlines, TRUEdotDESIGN reserves the right to re-scope the budget and/or re-visit the production schedule. Additional meetings or consultation work beyond what is anticipated in this proposal will be extra if applicable.

Change Orders - Additional revisions or additional work outside of the outlined in this proposal will be billed at \$150/hr. Monthly services will be reconciled on a yearly basis and are subject to change.

Cancellation - If it is necessary for the project to be cancelled at any time for any reason during the project and any work to date can be transferred to the client for their use.

NOTE: All fees outlined herein exclude HST. This proposal and all pricing contained herein are valid for 60 days.

Thank you for your attention to this proposal. We are ready to begin working on your project upon approval.

Signing Authority

Date



They work so diligently to truly understand our business.

"Uniform Urban Developments has partnered with TRUEdot since 2015. We rely on them to strategically manage all aspects of our integrated marketing and communication efforts. They work so diligently to truly understand our business, and because of this, they are a seamless extension to our in-house team. Their team of professionals delivers the highest quality of work, while also balancing tight timelines and often unpredictable surges in workload. They do this while still bringing originality and freshness to all our branding and marketing efforts. It is an amazing organization with amazing staff that add depth and professionalism to the work we do – and they do it with such responsiveness."

EMILY MEYERS, MARKETING MANAGER
UNIFORM URBAN DEVELOPMENTS

They are creative, responsive, collaborative, open to feedback and fun!

"We started working with TRUEdot in 2018 to rebrand Osgoode – they took the time to get to know our company and people and delivered something that really reflected our corporate culture and values. We've never looked back and have had at least one (and usually more) ongoing project with them ever since. They are creative, responsive, collaborative, open to feedback and fun! We consider the TRUEdot team to be an important part of the Osgoode team."

JESSICA GREENBERG, VICE PRESIDENT, ASSET MANAGEMENT
OSGOODE PROPERTIES

NEWS RELEASE

November 10, 2023

FOR IMMEDIATE RELEASE

IAHTM Names Angela Becker its 2023 “Don Pedder Lifetime Achievement Award” Recipient



POWELL, OH – The International Association for Healthcare Textile Management (IAHTM) has named Angela Becker its 2023 “Don Pedder Lifetime Achievement Award” recipient. The award was presented at IAHTM’s Annual Education Conference held at The Omni King Edward Hotel in Toronto.

Angela Becker, who has been working at Ecolab for 28 years, plays a pivotal role in driving innovation, sustainability, and efficiency within the commercial laundry market. Over the course of the last 12 years, she has held critical director roles in R&D and Marketing within the Textile Care Division. Steve Fox of Ecolab stated that Becker’s roles have truly advanced Ecolab’s vision of what is vital: clean water, safe food, and healthy environments.

Angela Becker serves on the TRSA Hygienically Clean Board and has presented at many industry events, including IAHTM, The Clean Show, ALM and Western Textile Services Association. Becker has been published in multiple laundry trade association publications and holds commercial laundry patents at Ecolab that will yield as much value in the future as they do today.

Beyond her many accomplishments at work, Angela is a parent to three boys. Steve Fox stated that one of the qualities he admires about Becker is how she has mastered the art of doing the meaningful things, not only at home and work, but in her community, as well. He stated that she is very passionate about volunteering in her community and was just awarded the Volunteer of the Year Award from the city of Saint Paul, MN foundation.

IAHTM congratulates Angela Becker, this year’s award recipient, and thanks her for the many contributions she has brought to the industry.

About IAHTM:

IAHTM is a nonprofit membership organization for healthcare laundry cooperatives that provides senior-level textile managers with resources and support to maximize their laundries’ efficiencies and control costs without compromising quality or patient focus.

To learn more, visit [IAHTM.com](https://iahtm.com).

Media enquiries:

Christy Carper
Executive Director
ccarper@iahtm.com
208-964-2923

