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350 FRONT STREET, HEMPSTEAD, NY 11550-4037  
(516) 489-5000 EXT. 4200 • FAX: (516) 489-3179

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**ADVERTISING & MARKETING COMMITTEE MEETING**

**IDA OFFICE**

**December 4, 2007**

Members Present: Chairman Paul Conte, Fred Parola, Gene Turner,  
Lorraine Rhoads

Absent: Cheryl Petri & Edie Longo

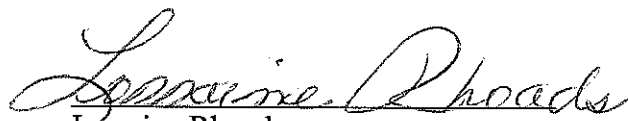
Chairman Paul Conte called the meeting to order at 11:00 a.m.

Steve Ehrlich, President of Ehrlich Advertising & Marketing (which will be bluetooth creative group as of January 1<sup>st</sup>, 2008) presented some additional ideas for our advertising campaign in 2008.

The committee agreed on Steve's idea (presented at the last meeting) to advertise in Craine's and the Nassau Herald. Steve will advise as to the circulation of Craines and if they sell their mailing lists. He also suggested advertising in ethnic publications such as "Jewish World". Since we have successfully done projects with members of the Jewish community, Steve suggested that we print testimonials in the Jewish World publication. The committee thought that was a good idea.

The committee discussed the possibility of adding \$10,000 to the advertising line for next year to cover advertising in these publications. Steve will send a revised proposal for 2008 to cover these additional expenditures.

A motion was made by Paul Conte at 11:55 p.m. to adjourn the meeting and seconded by Fred Parola. The motion was carried.

  
Lorraine Rhoads  
Deputy Agency Administrator