- USA's nearly 6,000 employees should be equipped to be ambassadors for our brand
- Without USA, the city and the region would be very different. Many of our graduates stay in the area and work in health care, education, engineering and many other fields.

Committee members were asked to do the following before the next meeting:

- Collect significant printed materials put out by each of their offices and submit them to Mr. Haskins
- Give Mr. Haskins an estimate of when each of those publications will be reworked