

# FINDING THE PATH FORWARD



## GGC OES MARKETING AND MEMBERSHIP VIRTUAL MINI-CONFERENCE

### PROFESSIONAL MARKETER:

Dr. Sabrina L. Pack, Grand Conductress of NM, will facilitate this engaging marketing mini-conference.

### KEY NOTE SPEAKER:

Arthur H. Weiss, PGP, GGCCM Grand Master of Masons of California

*You are Invited to* **JULY 10, 2021**

**1:30PM - 5:30PM MDT**

**Zoom Registration Required**

Go to [OESTools.org](http://OESTools.org) to learn more

**Open to any OES member**

*(Registration closes July 8)*

*Special Break-Out Sessions led in part by General Grand Chapter Appointed Officers and others.*

Marketing OES is essential to growth. Join in the discussions for marketing OES and learn about work being done. This is a critical time for our organization as we emerge OES from the pandemic. Be a part of strategic visioning, gain professional marketing direction, and hear about tools available to help.

### TOPICS:

- **Where We Are** (The Facts)
- **OES Marketing Tools**
- **Membership Funnel**
- **Setting Up the Right Digital Footprint**
- **Social Media Marketing**
- **Strategy / Vision**
- **Unified Branding**

### LEARN ABOUT:

- **Service Dogs Program:** presented by Jo-Anne Karnes, PGM
- **Mother Hen Program:** presented by Sharon Mosmeyer, PGM, GGCCM, General Grand Chapter Chairman for Mother Hen Project

*Be Informed.  
Get Inspired.  
Share in Discussions.*



### SPECIAL REMARKS BY:

**Most Worthy Grand Matron and Most Worthy Grand Patron**



Dr. Sabrina L. Pack  
Grand Conductress of NM



Arthur H. Weiss, PGP, GGCCM  
Grand Master of Masons of California



Marianne R. Shenefelt  
Most Worthy Grand Matron



Henry S. Martin  
Most Worthy Grand Patron