AGENDA

i. Welcome / Meeting housekeeping

ii. Member Introductions
   a. About your organization/company
   b. Why you wanted to be on the work group
   c. How many folks you know who would be candidates for the Exchange

iii. Report/review input from Advisory Task Force

iv. Continue discussion to further define audience segments
   a. Who they are
   b. How to reach them

v. Discussion of market research
   a. Scope of RFP
   b. Frame/refine questions

vi. Future meetings
    Tuesday, May 1, 10:00-11:30 am
    Tuesday, June 5, 10:00-11:30 am
    Tuesday, July 10, 10:00-11:30 am