



**Thursday, February 23**  
**11 am – 12:45 pm**  
**Salem-Keizer Transit Offices**  
**Senator Hearing Room**  
**555 Court St., Salem, OR**

Conference line: 541-682-3200  
Conference ID: 7125  
Password: 4444

## **ToGo Individualized Marketing Round Table Meeting Agenda**

- 11:00 Welcome and Introductions.....Derek Hofbauer and Hannah Crum, Alta
- 11:10 New Individualized Marketing Trends.....All
- 11:35 Individualized Marketing Success Stories.....All
- 12:00 Individualized Marketing Program Challenges and Lessons Learned.....All
- 12:25 The Future of Individualized Marketing: Ideas and Strategies.....All
- 12:45 Adjourn