

AGENDA
APA Marketing Advisory Committee

March 7-9, 2023
APA Headquarters
Tacoma, WA

► Meeting Objective ◀

*Analyze marketplace opportunities and threats.
Develop the 2024 APA Strategic Marketing Plan based on member priorities.*

Tuesday, March 7

5:30 – 6:30 p.m.	Welcome Reception (Dinner on own)	Hotel Union Room
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Wednesday, March 8

7:30 – 8:00 a.m.	Continental breakfast available	APA HQ
8:00	Welcome & Introductions, Antitrust Reminder, Minutes and Meeting Objective	
	President's welcome	
	Market Outlook	
9:00	Break	
9:15	Market Updates: Industrial, International, Residential and Nonresidential	
9:45	Market Analysis & Planning Sessions: Residential, Nonresidential, Industrial Planning Sessions Overview Market Analysis and Planning Session 1 Market Analysis and Planning Session 2 Market Analysis and Planning Session 3	
12:00	Lunch	
1-1:45	Lab tour	
2:00 – 4:30 pm	Concurrent subcommittee meetings	
5:30 – 6:30	Reception (Dinner on own)	Hotel Union Room

Thursday, March 9

7:30 – 8:00 a.m.	Continental breakfast available	APA HQ
8:00	Subcommittees chairs present recommendations for 2024	
9:15	New business, next steps	
9:20	<i>Adjourn</i>	