April: Marketing

Mr. Buck and I had our mentor meeting at MTA this time during focus after our ALCO tech tour. I told him what the tour was about and what we chose for our alloy project. I told him some of the frustrations I had with the project. We talked about some other things school, next year, summer. When I asked him how they market their products he replied with news releases and informational brochures, about irrigation and erosion. They do not have a sales department. Mr. Buck does influence the sales of the company to a certain degree. He shows talks to the customer makes sure what is happening is all to a certain spec. If the people who wanted this to be done think he did a nice job they might tell someone else how good of a job he did and recommend him. When I went with Mr. Buck to all of his different project he seemed to have a very good relationship with all of the customers he had. His company does have a webpage I didn’t ask for the URL though. Marketing is not a big deal to the company there not profit bases at all because it is a government based agency. The company is more for protecting nature people and resources. Evidently he has to go to a very boring one week seminar starting on Monday in Lansing so he wasn’t very excited about that. That was how our meeting went and we need to schedule the May meeting of our choice.