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**Date:** 3/11/2014 3:09:22 PM

**Subject:** Response Requested: OPE Marketing & Employer Training Committees

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All,

Per our most recent meeting at the SC Chamber (last Wednesday, March 5), we're hoping to recruit 6-7 folks each to actively participate on one of two committees as we continue to roll out the OPE initiative:

1. **OPE Marketing Committee:** Formed to develop a clear marketing plan, relevant blog/promotional content and marketing materials to be shared by all OPE partners + promotion for upcoming OPE events.
2. **OPE Employer Training Committee:** Formed to develop criteria/standards/accountability for employer involvement, curriculum and procedures for employer training and recognition + a plan for regional employer training events.

Ideally we'd like to see at least one representative per agency partner/type on each of these committees.

If your name is listed below, please confirm your willingness to serve with an emailed response by this Friday, March 14.

1. **OPE Marketing Committee:** Allison Caldwell (SCNG), Nia McCray (SCNG), Darrell Kershaw (DSS),  
TBA from SCDEW, TBA from Governor's Office
2. **OPE Employer Training Committee:** Kyle Caldwell (SCNG), Marlin Bodison (SCDEW),  
Stephanie Pfeiffer (BCBS), Robert Crenshaw (ReadySC), Derek Shumpert (+/- ESGR volunteers)

If your name is **not** listed but you do want to serve on either committee, please let me know by this Friday, March 14. We need at least two more Marketing Committee volunteers, and maybe one or two more for Employer Training.

Once members are confirmed, we'll set an initial meeting date between now and March 31 for both committees.

Thank you for your time and continued support. We appreciate your willingness to share your knowledge and expertise to make OPE a successful statewide program.

**Allison Caldwell**

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