



**Agenda**

**2010 Sunshine Census Statewide Complete Count Committee  
Business Subcommittee Meeting**

August 24, 2009

2:00 p.m. – 3:30 p.m.

National Federation of Independent Business  
110 East Jefferson Street  
Tallahassee, FL 32301

**To access the meeting via conference call:**

Dial-In Number: (888) 808-6959

Conference Code: 7517473

- I) Overview of the Full Committee Meeting on July 30.
- II) Establish a timeline to include, when to contact businesses to gauge their interests in partnering with the U.S. Census Bureau, when to start the outreach to employees and customers and when to peak the outreach.
- III) Brainstorm ideas businesses can use as outreach such as, using the census message on burger wrappers, placing the census message on shopping bags, contacting electric companies to use a census message on their bill inserts, etc.
- IV) Provide strategies and recommendations to the 2010 Sunshine Census media campaign so that businesses, employees and possibly customers' receive the information effectively and efficiently.

Mission Statement:

***“To build a broad and diverse coalition within the business community to disseminate information to employers, employees, and customers of businesses of all sizes, emphasizing the importance of the 2010 Sunshine Census to their communities.”***

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**CONTACT US**

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**By Telephone:**

Citizen Services Hotline: (850) 488-4441  
(Office hours are 8:00 a.m. to 5:00 p.m. Eastern Time)

**By Fax:**

(850) 487-0801

**For Individuals with Hearing Loss or Speech Disability:**

1-850-922-7795 (TTY) OR 711 (Florida Telecommunications Relay)