**GWA Publishers and Curriculum Forum Summary**

**September 19, 2019,9:00am-2:00pm**

**Crowne Plaza Hotel, Airport**

**Indianapolis, Indiana**

The main agenda item for this meeting was to pursue the concept of a potential website that would host all the books and curriculum from all the covenant members. An expert in the field of e-commerce and internet was invited to answer questions and provide insight.

Persons attending included Eric King, Warner Press (Church of God); Janelle Vernon, Wesleyan Publishing (Wesleyan Church); Brett Heintzman, Light and Life (Free Methodist); and Ron Duncan and special guest Bart Caylor of Caylor Solutions. Mark Brown of the Foundry (Nazarene) did not attend.

Before Bart arrived, the group shared about their respective roles and the status of their organizations. They also asked about GWA and I gave a brief overview of the purpose of GWA, introduced the web site, and answered questions.

As the dialogue began, Bart was able through his technology to ascertain the platforms of each of the groups including the Nazarenes. Three are on the Magento platform and Free Methodist are on Word Press. To combine platforms would be relatively simply, but the question arose about shipping. If persons looked at the website, they could survey all the products, make a choice and pay once, however the shipping would be a different story. If a customer ordered from all they would be getting a shipping charge for all four products since they are coming from a different location. This arrangement would of course not be economical for the customer.

Other ideas discussed and explored included “An Amazon Store Front”, a catalogue only site, and placing links on the GWA web site to all the publishers and making the GWA web site more robust.

All agreed that one of the problems is that our own tribes are not shopping our websites or products. If a customer is looking for an item, most google and follow the links. This led to a discussion about marketing to our own. I was asked about the number of churches and pastors in the GWA group. I provided the latest figures. The suggestion was stated our greatest potential is to market to our own. This would take perhaps a task force to research and make recommendations. One question, why are they (our own tribes) going out to the marketplace today? Various anecdotal answers were given.

The recommendation going forward is to list all the publishers on the GWA web site as well as all our institutions of higher education. In order to do this a revamping of the web site would need to occur to make it easily manageable. Secondly, a strategy for driving persons within our tribes to the web site would need to be developed so they could then discover the resources available. If this proves to increase sales, then the possibility of the catalogue could be pursued.

The group wanted to continue to have dialogue and thought a “Zoom” meeting would suffice for them after we have had time to implement some of the suggestions.

The group shared lunch together and continued dialogue around “shop” issues. We concluded and exchanged contact information.

Respectfully submitted,

Ron Duncan