A. Roll Call and Call to Order
Dr. Mathew Thakur convened the call at 3:10 p.m. Eastern Time.

(Action Items or items requiring further action are in italics and bolded)

Members Present
Mathew Thakur
Robert Carretta
Peter Kirchner
Linda Knight
Henry Wagner
Jack Slosky
Jane Day
Sandi Suggs

Staff Present
Virginia Pappas
Gregg Robinson
Ellen Morgenstern
Joanna Spahr
Becky Haines
Brenda Johnson
Jane Day
Sandi Suggs

B. Brainstorming Session

• Create sub-groups to focus on specific tasks
• Review the ACC 50th Anniversary Publications for ideas (industry roundtables, 50 years of articles, stakeholder profiles, online patient booklet summarized for general public)
• Provide industry an opportunity to be involved in the planning by having industry roundtables at the Annual Meeting in New Orleans. The Industry Working Group be the industry roundtables beginning in New Orleans.
• Patient education: What is Nuclear Medicine? How can Nuclear Medicine help you? How can you get to a nuclear medicine physician? Update patient education brochures by collecting brochures/information from various hospitals and universities.
• Nuclear Medicine comic book
• Make use of the general public sections at museums, etc. to educate the general public on Nuclear Medicine
• President of SNM to give a “State of Nuclear Medicine” report at the National Press Club (fees involved)
• Invite Dr. Elias Zerhouni, NIH Director, to speak at the 2004 Annual Meeting
• Invite the Mayor of Philadelphia to the 2004 Annual Meeting
• Invite Senator Arlen Spector to the 2004 Annual Meeting
• Nuclear Medicine article in New York Times to reach and educate the referring physicians (topic to be defined)
• Need more public/professional exposure (Larry King, McLaughlin, etc.). Send email blast asking for volunteers to be SNM spokesmen.
• Mobile Coach – need “slogans” for mass distribution of promotional items

C. Next Meeting
This task force will meet on Friday, June 20th, from 12:00 noon – 1:00 p.m.

D. Adjournment
Dr. Thakur adjourned the call at 4:10 p.m. Eastern Time.
ACTION ITEMS

1. Create sub-groups to focus on specific tasks
   Dr. Thakur will work with this task force between now and the annual meeting to divide the group up into sub-groups that will focus on specific tasks.

2. Review the ACC 50th Anniversary publications for ideas
   Becky Haines and staff will pull together information as provided in the ACC 50th Anniversary publications for distribution at the meeting to be held on Friday, June 20th.

3. The Industry Working Group will be asked to organize the industry roundtables

4. Update patient education brochures by collecting brochures/information from various hospitals and universities
   Becky Haines and staff will begin to collect various brochures from hospitals and universities

5. Need more public/professional exposure (Larry King, McLaughlin, etc.). Send email blast asking for volunteers to be SNM spokesmen. Article for New York Times. Becky Haines and Bill Uffelman will work with the Kamber Group.

6. Mobile Coach – Joanna Spahr and staff will work on developing the messages for the Mobil Coach.

7. Jane Day will work with the Scientific & Program Chair and the President on the following:
   - President of SNM to give a “State of Nuclear Medicine” report at the National Press Club (fees involved)
   - Invite Dr. Elias Zerhouni, NIH Director, to speak at the 2004 Annual Meeting
   - Invite the Mayor of Philadelphia to the 2004 Annual Meeting
   - Invite Senator Arlen Specter to the 2004 Annual Meeting