



**New Jersey Institute of Technology - TAB  
Marketing Your EPA Revolving Loan Fund Grant  
May 27, 2009, 10:00 AM to 2:00 PM  
Derby City Hall Building, Derby, CT**

**Agenda:**

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|--------------------|---|
| <b>10:00-10:05</b> | Welcome/Introductions   |
| <b>10:05-10:45</b> | Grantee Experiences (10 minutes each)   |
| <b>10:45-11:00</b> | break/coffee  |
| <b>11:00-12:30</b> | How to Market Your RLF Grant <ul style="list-style-type: none"><li>▪ identify audience (communities, banks, developers)</li><li>▪ develop promotional materials</li><li>▪ develop sales pitch</li><li>▪ technical assistance grantees can provide to lessen the burden on the borrowers</li><li>▪ following up to develop success metrics</li></ul> |
| <b>12:30-2:00</b>  | Working lunch / Assistance with attendees' specific RLF marketing needs   |