		Timing																																
		Jul-08		Aug-08		Sep-08		Oct-08		Nov-08		Dec-08		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09		Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	Completed?
Applications	**Council Event/Program Documents**																																		☐
																																			☐
																																			☐
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																																			☐
																																			☐
	Legal Applications																																		☐
	Name DBA																																		☐
	Contracts																																		☐
	Insurance																																		☐
	IRS																																		☐
	Articles of Incorporation																																		☐
	Bylaws																																		☐
	Marketing																																		☐
	Ads																																		☐
	Press Releases/Press kits																																		☐
	PowerPoint Presentations																																		☐
	Newsletter																																		☐
	Annual Report																																		☐
	Booth Materials																																		☐
	Merchandise/Incentives																																		☐
	Key Messages/Boilerplate																																		☐
	Marketing Collateral																																		☐
	Educational Materials																																		☐
	Development Materials																																		☐
	LEAVE A LEGACY Materials																																		☐
	Web																																		☐
	Graphic Design/URL Update																																		☐
	LEAVE A LEGACY/Partner Sites																																		☐
	Operations																																		☐
	Phone Greeting/Voice Mail																																		☐
	Auto Email Signature																																		☐
	Signage																																		☐
	Stationary and Business Collateral																																		☐
	Accounting (checks, rcpts, bank acct.)																																		☐
	Forms																																		☐
	Partner Materials																																		☐
																																			☐
																																			☐
																																			☐
																																			☐
	Other																																		☐
																																			☐
																																			☐
																																			☐
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														Public brand roll-out		**Ongoing brand implementation**																			