



## **BOARD OF DIRECTOR NOTES**

Based on Conference Call 4/2/09

### **CURRENT BOD**

The current BOD (thru March 2010) includes the following

David Goldman – President  
Courtney Bush – VP  
Ryan Seth – 2<sup>nd</sup> VP  
Mark Schaffel – Sect/Treas

Bob Broner – Trustee  
Doug Highsmith – Trustee  
Wilson King – Trustee  
Don Rongione – Trustee

### **BY-LAWS AMENDMENT**

The BOD voted and approved to extend the number of Trustees from 3 – to- 5

### **DINNER NOTES 2009/2010**

BOD to consider new format

- A. dinner ticket/event OR cocktail ticket/event
- B. cocktail event only
- C. keep format as is

Mark to confirm pricing for cocktail event only 2010

All agreed that a loudspeaker and wireless mic are needed for 2010

More PR/media coverage is needed pre/at/post dinner

### **LEAD POISONING IMPORT VS DOMESTIC ISSUE/LAW**

Doug is asking his Counsel to prepare a letter that can be submitted to government officials by THA members if they desire.

This is not to be seen as an endorsement for/against the legislation by the THA. This is an effort to educate and support our THA members if needed. Final draft to be reviewed by BOD prior to distribution to THA.

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**NEW COMMITTEE / MEMBERS**

Kathy Gerish of the Jay Gerish Company has joined the PR Committee  
Doug is the Director for the Membership and Sponsorship Committee  
Dan Brody of Grace Hats has joined the Membership and Sponsorship Committee

Courtney Bush has joined the Membership and Sponsorship Committee  
Ryan is the Director for the new Retailer committee

- potential concepts include larger public profile for retailer of year;  
“official THA retailer” status (window stickers, POS, etc)

**DETAILS MAGAZINE**

Susan Weiss to contact the writer and editor of the headwear story for a potential fashion show/”headwear education” meeting.

NOTE\* this concept may also be an opportunity for future PR efforts with other media

**PR COMMITTEE**

Conference call on 4/3

Updates needed regarding Hat Person of Year, What’s Hot in Hats

David will issue an email to all THA members RE: June’s Hat Day in Sun

**WEBSITE**

David will set a schedule and “how to” for THA BOD to enter blog stories

Susan/PR to organize Hats in the News stories

Susan/PR to update THA members