



TO: THA BOD
FROM: David Goldman
DATE: October 16, 2009
SUBJECT: October 15, 2009 THA BOD notes/ minutes

PR REPORT

HAT PERSON OF THE YEAR

- Susan Weiss is attempting to contact Brad Pitt's management for a comment
As of September 25 we have received the following media coverage
Audience = 536,622,000 **Clip Count = 243**

HEADWEAR HALL OF FAME

- Final six names have been determined
Humphrey Bogart
Audrey Hepburn
Jennifer Lopez
Sarah Jessica Parker
Brad Pitt.
Frank Sinatra
- Press release to be distributed October 20
- Website to be updated October 20
- Award/trophy to be updated for new class

HEADWEAR FOR HOMELESS

- Set for December 10, 2009
- David sent email to THA on October 15
- Commitments due November 13
- PR to launch December 1

HOT IN HATS

- Nothing to be released due to multiple program overlap

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RETAILER INITIATIVE

- Efforts are on-going
- Need to create separate retailer list for website and THA contacts

MEMBERSHIP LIST

- Courtney to “clean-up” and update current THA membership list work with Kathy @ DP
- List to highlight manufactures, retailers

WEBSITE

- Wilson to work with Susan to update fashion pix

SPONSORSHIP/MEMBERSHIP

- BOD agreed that we need to better communicate the value/benefits of a THA Sponsorship/Membership
 - This includes a new page on the website and written materials
 - Wilson will organize and create a formal proposal
- BOD members agreed to contact the following headwear industry executives regarding their companies role in sponsoring the THA
 - Ryan Seth – New Ear, Goorin
 - Doug, Art @ DP – Walleroo
 - David Goldman – Yupoong/Sonnette
 - Wilson King – HATCO Stan Reading/Gary Rosenthal
 - Courtney Bush – Dan Brody GRACE HATS
 - Bob Broner
 - Don Rongione
 - Ashley Fichthorn
- 2010 membership drive will begin the week of October 19 following BOD call on October 15
 - prior to this call David will distribute THA membership list and all BOD members will choose a target list – remaining names will be assigned to BOD members for calls
- David to distribute sponsorship invitation document to BOD
- Dan Brody (Grace) and Stephanie (Walleroo) to be nominated for BOD roles based on receipt of sponsorship money

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eNEWSLETTER

- David will create eNewsletter for BOD review and distribution
- Highlights to include
 - Membership/sponsorship effort
 - 2010 dinner
 - 2009 Headwear for Homeless
 - Hat Person of Year – results
 - Fall Trends – results

DINNER 2010

- Doug to contact Mr. Baik regarding Rosenthal Award
- Susan/PR to contact HatLife to create dinner announcement with link/contact info
- DG to contact Singer RE: Bill Sullivan at NYTimes
- Send invitation to the Millinery Association

NEXT MEETING

- November 20, 2009 @ 10am EST