



**TO: THA BOD**  
**FROM: David Goldman**  
**DATE: December 1, 2009**  
**SUBJECT: November 20, 2009 THA BOD notes/ minutes**

### **PR REPORT**

#### **HAT PERSON OF THE YEAR**

- Susan Weiss is in contact with Brad Pitt's management and seeking a comment, photo or interview from Pitt

#### **HEADWEAR HALL OF FAME**

Award to be updated with new inductees

#### **HEADWEAR FOR HOMELESS**

- Set for December 10, 2009
- (8) companies/ (13) locations have committed to date

#### **HOT IN HATS**

- January theme to be
  - "protecting yourself in cold weather/retain body heat"

### **RETAILER INITIATIVE**

- Efforts are on-going
- Need to create separate retailer list for website and THA contacts
- Encourage members to make cards available in showrooms

### **MEMBERSHIP LIST**

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

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**WEBSITE**

- Update sun protection page
- Main event page needs more excitement
- Need to update dates/timing
- Add a page regarding fun stories, folk stories, entertainment
- Add a page “how to make a hat”
- Need more participation from THA members
- Agreed to add a “Sponsor/company of the month” page of \$2K fee
- Need to determine traffic count
- Diane to contribute to THA.org (review prior to publishing)

**SPONSORSHIP/MEMBERSHIP**

- Platinum sponsorship money due December 1, 2009
  - David to issue invoice/reminder to all current sponsors
- 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
- Dan Brody (Grace) and Stephanie (Walleroo) to be nominated for BOD roles based on receipt of sponsorship money
  - Walleroo money has been received

**eNEWSLETTER**

- David will create eNewsletter for BOD review and distribution

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**DINNER 2010**

- Mr. Baik to attend
- 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**

- December 18, 2009 @ 10am EST