



TO: THA BOD
FROM: David Goldman
DATE: January 20, 2010
SUBJECT: December 18, 2009 THA BOD notes/ minutes

PR REPORT

HEADWEAR HALL OF FAME

Award to be updated with new inductees
Susan checking with inductees to solicit comments

HEADWEAR FOR HOMELESS

Susan/PR created slide show summary
Need to improve overall THA involvement in 2010
Need to place results on website
Need to target long-lead media

HOT IN HATS

- January theme
 - “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, trade show
- Introduce initiative at dinner and meeting

MEMBERSHIP LIST

- Courtney “cleaned-up” list and organized dinner call assignments
- List was distributed to THA BOD on 12/18/09

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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

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2010 DINNER NOTES/AGENDA ITEMS

- Need to confirm invitations to Bill Sullivan NYTIMES
- Need to confirm invitations to MILLINERY GUILD
- 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
- D-P/Kathy to design invitation
- Mailing date for invitation to be week of January 11, 2010
- Retailer of the Year nominees
 - Hats Plus, Chicago*
 - Bernie Utz, Seattle

eNEWSLETTER

- David will create eNewsletter for BOD review and distribution

NEXT MEETING

- January 22, 2010 @ 10am EST