



**TO: THA BOD**

**FROM: David Goldman**

**DATE: May 8, 2009**

**SUBJECT: May 8, 2009 Conference Call note / minutes**

**HAT DAY IN THE SUN**

PR committee to produce hand-out card and drop ship to THA participating members

PR committee to produce PR releases for national and local media coverage

Susan to finalize locations/specifics with THA members

As of May 8 there are approx 12 members/companies planning to cover approx 18 locations

**HAT PERSON OF THE YEAR**

Voting to run from July 1 - August 15

Potential partnership with Hat Life magazine

Potential to promote Hat Person as part of Hat Day

Need to add pix of each nominee on website

On-line voting to be confirmed

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**WEBSITE BLOG**

Establish a schedule for all THA BOD members to add an entry

**RETAIL MARKETING**

Need to explore oppty for website page

Graphic as created by Ryan Seth is approved

Need to explore oppty for info booth (or) marketing material MAGIC

Must insure that all THA members will benefit

**SPONSORSHIP / MEMBERSHIP**

Need to address website sponsorship

**TRUSTEE UPDATE**

Ashley Fichthorn has been confirmed on the BOD as a Trustee

BOD needs to establish process for including ex-Presidents on BOD (if both parties show interest)

**NEXT CONF CALL**

June 5, 2009