



TO: THA BOD
FROM: David Goldman
DATE: June 8, 2009
SUBJECT: June 5, 2009 Conference Call note / minutes

HAT DAY IN THE SUN

We anticipate 12-15 THA members in 18-20 locations
DG will try to match Sonette/Sheldon@ NES / Kathy @ Gerish
CBS-TV will include the program on their 6/15 broadcast

Susan Weiss to coordinate

Dan Brody/Grace Hats will help to arrange people/hats for
background

All hats must meet THA sun protection specs

Susan to be presented with a \$500 budget (t&e)

David Goldman will try to be available if needed in NYC

David Goldman will send email to THA asking for staff, friends,
family to attend the live remote broadcast to help fill-in
background

Sheldon@NES is printing banners for all distribution locations

Susan to make sure Hat Day media materials are on website home page

THA DINNER 2010

Tavern contract with NYC expires 21/31/09

Instead of waiting to confirm new pricing we will pursue Boathouse
as a new venue.

Initial price from Boathouse @ \$165 – special price to THA @ \$145

Tavern price in past @ \$125

THA to try and negotiate price @ \$125

BOD voted to keep cocktail and dinner format vs extended cocktail-only

HAT PERSON OF YEAR

On-line voting to begin July 1 and run thru approx Aug 15

RETAIL MARKETING

Ryan to create marketing card to highlight benefits of THA Retailer Program

Initial draft to be ready w/o June 22

Final draft to approved w/o July 6 @ BOD conf call

Final materials to be ready ASAP following approval for use at industry trade shows, mailings, meetings, showrooms, other....

SPONSORSHIP/MARKETING

sponsorship/membership drive will officially begin September–details TBD
BOD goal is to register <eight> new sponsors by March 2010 dinner

Target list to be developed ASAP

NEWSLETTER

David to write and distribute (via email) THA newsletter

> w/o June 8, 2009

Objective is to inform and communicate with the THA members regarding activities, developments and general news – hopefully more members will get involved