



TO: THA BOD
FROM: David Goldman
DATE: July 8, 2009
SUBJECT: July 7, 2009 THA Conference Call note / minutes

HAT DAY IN THE SUN

Reviewed the results from this year's event. For full review see complete presentation as prepared by Susan Weiss.

PARTICIPATION	2008 SUMMARY	2009 SUMMARY
distribution points across USA	13	13
THA companies participated – several in multiple markets	7	10
estimated hats distributed	3,000pcs	3,000pcs
sun protection postcards distributed	n/a	2,000pcs
National media	0	CBS Early Show

Recommendations for next year

- Need to grow program via pre-event publicity and marketing
- Consider spokesperson
- Position program as “Sun protection and value of proper headwear”
- Tie-in with retail to promote initiative beginning May 1
- Potential donation to skin cancer research via consumer donations, matching funds, other

SUBJECT: July 7, 2009 THA Conference Call note / minutes

WHATS HOT IN HATS

Press efforts will continue but may need to be scaled back to secondary initiative when conflicts with major initiatives such as Hat Person, Hall of Fame, Dinner overlap.

This month's theme is technical fabrics.

HAT PERSON OF YEAR

Program to begin ASAP (w/o July 13) and run thru approx Aug 31
On-line voting and PR materials are being finalized and will be presented to BOD for final approval

RETAIL MARKETING

Marketing card / benefits of THA Retailer Program was approved for use at industry trade shows, mailings, meetings, showrooms, other....

Final materials to be printed ASAP

Ryan to confirm postcard printing prices at 2,500 / 5,000 / 10,000 pcs

Ryan to confirm window sticker prices at 500 / 1,000 / 2,500 pcs

THA DINNER 2010

Boathouse is reserved for March 18, 2010

\$145 per person

100 person guarantee

Need to explore group photo/print

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 distributed ASAP

Current bank balance = \$26,000

eNEWSLETTER

David to write and distribute (via email) THA newsletter

> w/o July 13, 2009 (launch of Hat Person voting)

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

SUBJECT: July 7, 2009 THA Conference Call note / minutes

WEBSITE

BOD established a new committee for website management

Wilson will chair

Susan will be point person with Webdrafter

Website committee will work closely with PR committee

Initial focus will be

“on-line links” for platinum sponsors on home page

update sponsor pages (intl, retail, platinum)

NEXT MEETING / CONFERENCE CALL

August 4 @ 10am

Doug/Kathy @ D-P to reserve call specs