



**TO: THA BOD**

**FROM: David Goldman**

**DATE: August 18, 2009**

**SUBJECT: August 4, 2009 THA Conference notes/ minutes**

**I. SPONSORSHIP SCHEDULE**

- September the BOD will initiate sponsorship/membership drive
- Commitments for THA Sponsorship are due December 1
- Payments for THA Sponsorship are due December 31
  - Payments can be submitted in (two) \$1K installments
- Sponsorship is valid January 1–December 31

**II. HAT PERSON OF THE YEAR**

- On-line voting launched w/o July 20
  - Voting will continue through 8/31
- 593 votes as of 8/4; 842 votes as of 8/18
- THA BOD encouraged to invite employees, clients/customers to vote
- Susan (PR) to develop PR plan for announcing winner
- Susan (PR) to develop winner's trophy

**III. WHATS HOT IN HATS**

- PR committee to develop full year plan
  - 12 stories vs 4 stories
  - use of PR Newswire

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**IV. RETAILER INITIATIVE**

- THA BOD approved printing of 5x7 postcards for use at traffic locations
- Ryan to order 5000pcs at a cost of \$360 (not including shipping)
- Ryan to drop ship postcards to THA members who request postcards
  
- Wilson to work with Webdrafter to develop a THA retailer page on website

**V. THA eNEWSLETTER**

- David wrote a eNewsletter for all THA members that was approved by BOD for distribution

**VI WEBSITE BLOG**

- The BOD clarified that the blog should feature compelling and positive content that does not highlight a particular company, branded item, political or religious opinions