



TO: THA BOD
FROM: David Goldman
DATE: September 23, 2009
SUBJECT: September 11, 2009 THA BOD notes/ minutes

PR REPORT

HAT PERSON OF THE YEAR

- Brad Pitt was the winner
- Total vote count was approx. 1100
- Press release was distributed on 9/8
 - Susan Weiss is attempting to contact Brad Pitt's management for a comment
 - As of September 25 we have received the following media coverage
Audience = 536,622,000 **Clip Count = 243**

HEADWEAR HALL OF FAME

- Final nominees were presented to the BOD for voting

HEADWEAR FOR HOMELESS

- Set for December 10, 2009

HOT IN HATS

- Fall Trends release was distributed the first week of September
- As of September 2 there were more than 235 media placements

RETAILER INITIATIVE

- Marketing/information cards distributed at MAGIC
- Efforts are on-going

WEBSITE

- Wilson to work with Susan to update fashion pix

SUBJECT: September 11, 2009 THA BOD notes/ minutes

SPONSORSHIP/MEMBERSHIP

- 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
- 2010 membership drive will begin the week of October 19 following BOD call on October 15
 - prior to this call David will distribute THA membership list and all BOD members will choose a target list - remaining names will be assigned to BOD members for calls

eNEWSLETTER

- David will create eNewsletter for BOD review and distribution
- Highlights to include
 - Membership/sponsorship effort
 - 2010 dinner
 - 2009 Headwear for Homeless
 - Hat Person of Year - results
 - Fall Trends - results

DINNER 2010

- Doug to contact Mr. Baik regarding Rosenthal Award

NEXT MEETING

- October 15, 2009 @ 10am EST