

Annual Conference Committee  
Teleconference  
Monday, October 26, 2009

In Attendance:

Chairwoman Tracy Terrace – Aerial Bouquets  
Elissa Mast – E&R Sales  
Molly Kuhl – Anagram International  
Jacqui Bennoch – Conwin, Inc.  
Troy Apprill – Balloonville Productions

Review of the Conference attendee exit survey revealed that the conference needs to be extended – many felt that the programming was too tight. Two full days is recommended for 2010.

Better communication with the hotel staff on the Mfg's Showcase regarding pre-check-in needs for tables, room set-up, etc. is also needed. Also, better direction regarding the cleaning of rooms in time for the Showcase start time is required.

We also discussed the extra effort spent for special programming for Associate members without seeing the attendance – is it necessary to provide balloon décor classes? Why not just provide business-building sessions for everyone equally? It was felt that Associate members have sufficient opportunity for design classes in their regions that IBA does not need to do this too.

We then discussed ideas for locations for next year keeping in mind that centrally located conferences yield better attendance. Dallas was discussed in terms of locale for a factory tour but with the World Balloon Convention in April it was considered that many distributors will have already toured the Pioneer facility. Should we consider locations where factory tours outside the balloon industry could be offered? This would certainly be beneficial to all attendees. Elissa told of the "late night" tour in Memphis at the Fed EX Receiving Compound that was very interesting. She also suggested looking into factory tours of sister industries such as craft supply distribution centers, floral, etc.

Also discussed was the possibility of scheduling a conference that ties into another association's conference – preferably a social expression industry association. We discussed keeping the conference in September and Googling for conferences already set in 2010. Other ideas: tying into Martha Stewart who is known to embrace balloon art or revisiting the idea of a Disney Institute conference in Orlando that Tracy had researched last year. Tracy reminded us that Disney uses their own facilities for tours to show excellence in management and have top-notch executive speakers who talk on a variety of subjects. Packages are all-inclusive and September is considered a lower cost time to attend. Tracy also suggested that the idea of combining conferences for a shared speaker is often done which provides top notch speakers at reduced prices. It was also discussed that Disney Institute could compel more distributors to attend.

It was determined that we would research the Disney Institute for a conference first then if necessary go back to researching locating Conference 2010 in another city. Any dates after September 20, 2010, will be targeted. Jacqui will make contact.

We then discussed the Manufacturer's Showcase and talked about ways to accomplish the same thing without the long hours and short meetings likening its

present format to "speed dating". Better ways to network and provide information between distributors and manufacturers – ice breakers, games, assigned seating at meals, etc., were discussed.

We will research Disney Institute and re-convene with results soon – the goal of rolling out a completely planned Conference at the January State of the Industry Breakfast at the Houston Halloween & Party Expo was identified and therefore will require more meetings on the front end.

We thank Troy Apprill for his service on the AC committee this past year – Troy is rolling off and plans to focus his time on the Education Committee which he also serves on. We also thank Paula Forck who is now serving on Marketing committee and Tracy Terrace for her leadership as 2009 Committee Chairperson and current Board member. We also are grateful to Jacqui Bennoch for taking on the role of Annual Conference Chairperson. Jacqui's previous experience with Ronald McDonald House Charities and the planning of their annual event in New York every year will serve us well.