

Marketing Committee
Meeting at HPE in Houston, TX
January 25, 2010

In Attendance:
Kathi Leiden
Carmen Ballering
Tim Vlamis
Marty Fish

Results of an impromptu Marketing Committee meeting held in Houston at the Halloween & Party Expo were as follows.

The topic of discussion was the function and layout of the bringballoons.com Web site as we viewed the site from its temporary location on Carmen's laptop. In discussing the function of the site the question was raised, is it a site for the industry or a site for the public? Or some combination of both? It was determined that Carmen's philosophy of "what's the point of having a website if no one will visit?" was the best approach and it was decided that bringballoons.com should be a consumer-facing website. The Retailer Directory will be the catalyst to get consumer visitors who are looking for balloon retailers, decorators and entertainers as well as all the Fun Facts, Industry Information, News Feeds, Seasonal Bouquets, and SMART Balloon Practices that we had already talked about. Ad space will be offered to industry members for purchase and prominently featured which will help support the site and drive IBA membership as well.

Our challenge now is how to populate the directory as it was agreed that we didn't want to roll out the directory until we had 10,000 listings. The question was asked, "Will distributors and manufacturers be willing to submit their lists?" We need to build a strategy to approach these groups to obtain lists and/or buy lists.

Next meeting will be held on Wednesday, February 17, 2010, 1:00 PM Central.