

Marketing Committee Meeting
December 15, 2009

In Attendance: Kathi Leiden, Rick Migal, Paula Forck, and Carmen Ballering

Chairwoman Kathi Leiden began the meeting with discussion on defining the goals of the committee in 2010. All agreed that the Marketing Committee wanted to focus on outreach to the industry as a whole, not just IBA members. The Marketing Committee will provide a tool box to retailers for media exposure (PR tools to promote balloons to the public) and by marketing the IBA we will market the industry. We then agreed to write a Mission Statement and everyone will submit ideas to Marty who will compile for feedback and final approval.

The committee then focused the Bringballoons.com Web site and defining the goals for it. All agreed that Bringballoons.com should be directed at promoting balloons to the public. It was then agreed that the site should be set up separate from the IBA Web site and Carmen Ballering offered to place it on her server. The committee will work together to provide content. Once these parameters were identified we began to brainstorm content and determined who would be responsible for what.

1. A Directory will be provided for individuals looking for balloons. Categories will be set up to define balloon decor, deliveries, store fronts, etc. Individuals who wish to be listed must place the IBA logo on their Web site. Marty will be responsible for the directory.
2. Ads using the Bring Balloons! logo where retailers can insert their own contact information will be provided. Carmen will provide graphic and layout support and Kathi will provide copy and content.
3. Seasonal Balloon Ideas to upgrade sales from a single 18" balloon at check out to bouquets, decorating ideas and gifts ideas will be provided. Paula will work on the content for this section.
4. A Show Us Your Logo section encouraging individuals to send pictures of themselves wearing the Bring Balloons! logo will be created by Rick Migal.
5. Balloon Facts to inform and educate retailers and the public about Smart Balloon Practices and environmental awareness will be made available. Marty will provide the content for this section.
6. A Balloon Events Calendar will be provided to direct the public to events that showcase balloons, i.e. Balloon Manor. Marty will keep the calendar.
7. A Bring Balloons Store will be created where custom screen printed items with the Bring Balloons logo can be ordered. Paula has offered the use of the Aerial Bouquets custom screen printing services and the store will be linked to the Aerial order site.

Updates to the Bringballoons.com Web site will be maintained by Marty. Carmen will work with Marty to provide access to the site.

Also discussed was whether we should trade mark the Bring Balloons! logo. All agreed that we should do this to keep the phrase and logo from being used by someone else.

It was then decided that each committee member would begin work individually to develop the content for the Bring Balloons.com site and communicate with each other via email for feedback. Carmen will then take the finalized content and create the site. She can begin working on it after Christmas. We also determined that we should advertise the Bringballoons.com website on postcards that could be handed

out at the Houston Halloween & Party Expo with information about IBA Membership on the back side. Marty and Carmen will work on this.

Next meeting: January 12, 10:00 AM Central, 11:00 AM Eastern when we will begin discussion on the idea of creating a Bring Balloons month to promote balloons for celebrations of all kinds