

IBA Marketing Committee
Teleconference
Thursday, January 6, 2011

In Attendance:
Amanda Armstrong
Bud Bottin
Kathi Leiden
Shanan Kern
Todd Moody
Chuck Jacoby

Meeting notes reported by Marty Fish

The goal for this meeting as prioritized by Chairperson, Kathi Leiden, was to identify the strengths of each committee member as it pertained to designing the model for the September is International Balloon Month campaign. It was determined that the timeline for rolling out the program would begin with participating manufacturers who will offer their incentives to distributors who will then design and roll out incentives to their retail/decorator/entertainer customers. It was determined that the manufacturer and distributor rollout date will be the end of February. Retailer/decorator/entertainer rollout dates and components will be identified in the next few weeks.

Committee members agreed to accept the following responsibilities in creating the program for the campaign:

Shanan will create the model that other mfr's can emulate in promoting International Balloon Month to engage distributors and chain stores to participate and promote with ease. Shanan suggested that the model include placing information about the campaign in distributors Fall Catalogs as well as offering again the Buy Me Now stickers. As manufacturers are the first piece of the timeline, Shanan will begin work on a model asap and run it by Todd Moody for review. It was also agreed that it was important to have something ready to roll out at the State of the Industry Breakfast in Houston and that Shanan will explain this portion of the campaign.

Bud will work on creating the model for support members, service companies and accessories manufacturers determining how they can utilize and promote Bring Balloons and participate and promote International Balloon Month.

Todd will help create the model that other distributors can do to utilize the Bring Balloons slogan and how they can participate, promote and benefit from International Balloon Month. The fact that B & B participated last year and got positive feedback on Int'l Balloon Month gives the campaign legitimacy for other distributors. Todd also suggested that it was also important to emphasize the campaign to employees and their use of balloons for social expression.

Amanda will be the Associate member communicator creating a challenge, competition or outreach campaign that will engage associate members (decorators, twisters, designers, retailers) in some sort of contest where they can show off their unique ways of utilizing Bring Balloons or Int'l Balloon Month to promote their business. Amanda suggested that she would encourage the use of mass media too.

Kathi will work with Party & Paper Retailer Magazine to try to get monthly coverage on these initiatives. We will meet with the editor, Abby Heugel, in Houston but she has already begun discussions on a variety of stories that can highlight different areas of the industry and what they are doing to increase their business using these campaigns. When possible these stories will feature the companies of Marketing Committee Members. (a well earned perk) Kathi suggested that press releases, stories about

campaign progress/results would be great for PPR and also any coverage by national media. Kathi will lead the discussion of the International Balloon Month campaign at the State of the Industry Breakfast and ask attendees for ideas and commitments to action.

Richard will help us get the word out to the mass media about Int'l Balloon Month. Richard has some experience with national television networks and we will work with him to give him a variety of stories that might interest them.

Chuck & Marty will participate on calls. Marty will share pertinent info with all IBA members and Chuck will engage other committees and IBA members to work in unison with the marketing committee so we present a united front and consistent message. Chuck will deliver this message to attendees at the HPE Breakfast.

Action Items:

1. Marty will order ribbons promoting "September is International Balloon Month" to be worn on badges at the HPE show.
2. Todd will send Marty balloons that were printed by b+B to promote IBM to inflate and show in the HPE booth and in the State of the Industry Breakfast meeting room.
3. Shanan will begin work on the manufacturer model and share it with Todd for review so that we can have a recommended model to present at the Breakfast.
4. Bud will work on the Service and Support model and also have it ready to present at the Breakfast.
5. Richard will be asked to give recommendations for mass media outreach.
6. A calendar will be developed and made available on the IBA Web site with timelines for rollout of the programs.

We will rely on email communication to share ideas and finalize information for presentation at the Breakfast and plan to meet again on Thursday, Feb. 3, at 10:00 AM Central.