

Membership Committee Meeting
October 9, 2009

In Attendance: Mark Harbert, Corinne Boyer, Dave Scott, and Mark Zettler

Focus of our discussion today was on ways to increase Associate membership in the fourth quarter.

Discussion about the New Member Welcome Kit program as a tool for member recruitment was discussed with results as follows:

1. Distributors participating in the program will be asked to call Associate members to see if they have followed through on collecting the free products. A box stuffer will also be created for distributors to advertise the program. Corinne has offered to engage the SKIL graphics dept to create the flyer. An example of the copy/content is attached for committee feedback.
2. The New Member Welcome Kit will be announced in the IBA column in the November issue of the Balloon Resource Center. Dave Scott also suggested that a two paragraph new announcement could be submitted in the Industry News section. Dave reported that the BRC receives 9500 hits/month.
3. BHQ, Balloons & Parties Magazine, and PPR will all receive a press release about the New Member Welcome Kit. Mark Zettler has already agreed to post in his next newsletter and Marty will contact PPR and Larry Moss.
4. Participating distributors will be contacted by Marty for feedback on response to the Welcome Kits. Feedback will be used for evaluating the program going forward in 2010.

Next meeting November 6, 2009.