

IBA Membership Committee Meeting  
November 13, 2009

In attendance: Dave Scott, Alan Scarsella, Chuck Jacoby, and Lee Kaufman

Discussion today focused on increasing IBA membership in the fourth quarter and review of programs in place to promote membership.

It was decided that the existing one page flyer promoting the New Member Welcome Kit Program should be improved upon with some updated graphics and layout and then sent to distributors to print and insert in outgoing shipments to their retail customers. Marty will send flyer to Chuck and Lee to help with improvements.

We then focused our discussion on the importance of distributor membership in the IBA. It was considered that distributors risk becoming irrelevant if they don't become involved in their industry association. It was also discussed that distributor members are better suited to deliver that message and should be the ones to place the phone calls to non-members.

Marty was asked to develop a contact list of industry distributors and forward to the distributors on the committee. A list of hot button issues will be developed for discussion/presentation in recruitment calls.

Next meeting: December 7, 2009, 11:00 AM CST