

Education Committee Meeting
October 7, 2009

In Attendance:

Tim Vlamis, Troy Apprill, Robina Bernard, Jan Iiams, Dale Moore, Cindy Derrick, Tammy Corzine and Connie Iden-Monds.

Agenda:

- I. Discuss the Annual Conference topic of Social Media to Market Your Business and ways to apply what was learned to possible Ed Committee programs.

Providing the PPT presentation to attendees has already been done and plans are in place to make step-by-step instructions to set up Social Media accounts available on the IBA Web site too. It was suggested that follow up with people who attended the Conference as to their progress in connecting and staying connected on the various social media sites was important to reinforce what was learned as well. Those who attended the conference will work to connect with others in the industry using social media. IBA will do the same and try to lead by example.

Offering a training session about How to Put on Educational Events was also suggested as a possible session for a future Annual Conference. Training of this nature would be of primary benefit to distributors who offer education or are thinking about offering it but the interest level must warrant the class.

- II. An Environmental/Legislative Committee was formed at the Annual Conference – what input can the Education Committee give?

It was suggested that the new committee be informed of Education's idea to approach helium suppliers about reinforcing Smart Balloon Practices at the point of delivery or sale.

- III. Update on efforts to improve the Wikipedia definition of Balloons.

The current definition of balloons on Wikipedia is weak and the images that are used to portray balloons are worse. There is also some negative information on this page too. All agreed that the definition needed improvement but are aware that there is etiquette to follow in order to positively engage the Wikipedia authors to improve the information. Tim is willing to work on this as are Jan and Robina. Connie offered that she could lend a hand with graphics through her employee. It was agreed that these committee members will do some homework on proper ways to edit on Wikipedia and review the history of what is currently on the balloons page. They will begin email discussions by the end of next week (10/16) on what they have learned and begin to make edits in ways that are transparent and open. Remaining committee members can visit the site and post positive feedback on the changes to help reinforce.

It is our goal to be able to show a before and after definition at the State of the Industry Breakfast in January in Houston.

- IV. IBA involvement at Float – who will be attending?

Committee members who will be in Ohio for the Float Convention in November include: Jan, Troy, Tammy, Cindy, Dale, Robina and Steven Mayhew.

Representation for an IBA booth was discussed. Robina offered that she could man the booth if it was placed next to her Klik-Klik booth. Troy, Jan, Dale (and

Steven) are teaching and offered to share flyers with their students. Cindy and Tammy offered that a Welcome Pak might be available to insert IBA membership information. Troy will decorate the booth with the leftover IBA balloons from the Conference.

Marty will coordinate efforts with everyone in follow up email. It was also suggested that the New Member Welcome Kit products be displayed in the booth for a better visual aid as to what new members will receive.

Next meeting November 11, 2009, at 10:30 AM Central.