

IBA Education Meeting
November 11, 2009

In Attendance: Jan Iiams, Tim Vlamis, Troy Apprill, Dale Moore, Robina Bernard

We opened discussion with feedback on IBA's presence at FLOAT the Convention recently held in the Cincinnati area. Many of the teachers at FLOAT were IBA members and encouraged attendees in their classes to visit the IBA booth. It was also reported that this committee's goal to improve the definition of balloons on Wikipedia created a buzz among convention go-ers. Marty is to receive a list of FLOAT attendees from producer Steven Jones and will send a follow-up email explaining this effort more in depth.

Further discussion about the update efforts on Wikipedia came to the conclusion that a team to implement the changes needed to be identified. Those individuals could then discuss the changes online on the Wikipedia Discussion Page before implementing. Those considered for recruitment on this team included industry professionals such as Linda Kiss, Don Barucci, Nancy Goethel, Larry Moss, and Sean O'Kelly. Committee members who have already volunteered to help in this effort are Jan Iiams, Connie Iden-Monds, and Tim Vlamis. Tim will create a recruitment email and send to Dale Moore, Chairman for dispersal.

We then brainstormed ideas for new educational resources that IBA can provide on the Web site. Guidelines for distributors on conducting seminars; basic organization, finding trainers, help with marketing tools and printed materials, etc. were discussed. After much discussion it was concluded that IBA could best help industry distributors by encouraging their customers to attend local seminars while also encouraging attendance to national events too. Committee members then determined that a TOP TEN Reasons to Go and a TOP TEN Reasons to Hold an event would be created and posted on the IBA Web site.

Committee members will send their ideas to Marty who will forward to Dale.

Next Meeting: December 9, 2009, 10:30 AM CST