Notes from the NBS Publicity Committee Meeting
Tuesday, June 21, 2022, 4:00 – 5:00 p.m. Eastern Time

Attending: Chair Susie Smith, Lou Yeargain, Joy Journeay, Barb Weeks, Show Chair, Lori Franz, Peggy Anstrand, Lynn Breutzmann, Shareen Martin, and Nancy Cummins

Regrets: Simone Kincaid, Janice Canard, Maude Hartman, Kelly Harrigan Campbell, Sue Porter, Linda Beatty

Subjects discussed:

1. **NBS Show Update:** Barb Weeks and Various led the discussion:
   Over 200 people have registered for the show to date. Wonderful news! Barb Weeks attended the Iowa show and the majority of people that she talked to there have not registered yet. So, hopefully more registrants will be doing such.

   There will be a table near the registration table to include NBS literature as well as state and local club information. There is also a table inside the showroom designated just for NBS literature and items for sale.

   Barb has received the postcards from Lori Franz for next year's show and they will be distributed via the breakfast at the tables and after.

   Susie will be contacting the presenters at the show for quotes and requests for interviews so she can prepare press releases for their areas.

   The NBS website was discussed pertaining to the convention and it is discussed under the section named: 3. Website.

   Barb was able to get the NBS Convention on the Dorsett 2022 calendar. Good job Barb!

2. **E-mail Blasts Discussion.** Susie Smith and Joy Journeay led the discussion:
   Susie apologized for the e-mail blast last week and the confusing information. She stated it was her fault for not making the information more understandable and there will be a brief check of the e-mails before they go out to members. Barb Weeks also gave her apologies as well as she sent Kelly a confusing e-mail about the show. Joy was kind enough to send out a clarification one to members and so all is well with last week's e-mail blast.

   Barb said she may have another e-mail idea she is working on. It is centered on button shopping. She will work on this idea and let us know.

Kelly has a very busy personal life and focuses emails to create member connection and includes button information, so now she and Joy will now be alternating e-mail blasts. Kelly will keep up with her interesting button topics and Joy will be creating the convention e-mails. Thank you, Joy, for your help on this, and keeping the members up on the convention details.

3. **Website.** Susie Smith led discussion:
   Susie stated the "public" part of the NBS website needs to have a link or reference to the upcoming NBS show. If a non-member or anyone from the press were to look for information about the show, they would find NOTHING.

   Lou stated she would address this issue to Deborah Hanson if Susie could write the request up and forward it to her and Joy. Susie said she would do such immediately. Shareen stated this would really help as she is getting ready to send out the postcards and start contacting the local area about the show.

   Joy also stated she has Susie's request for items to be fixed or changed on the website, but is holding it for the new webmaster.

4. **Tri-fold Update.** Led by Susie Smith:
   Susie shared a mock-up of a tri-fold she has been working on and she thanked everyone who provided input on it. Susie would like to include a showroom picture in the tri-fold too. It was suggested to do a staged picture so it could be more orchestrated instead of the usual pictures taken.

   Susie has two leads for graphic artists one in Canada and Lynn provided one too. They are not button collectors and everyone agreed this would help put a fresh eye on the tri-fold. Susie suggested to Lynn to split the $750 with $500 for the artist and $250 for printing. Plans are to have the tri-fold available for the show.

   Lou also suggested that budget could also include bookmarks and business cards that have been printed in the past too. Susie said she would also look into this as well. Thank you, Lou, for the additional publicity material thoughts.

5. **Hot Buttons Update.** Led by Susie Smith:
   Susie has received a short bio on Peter Papapetrou and they are planning on a short five minute talk and then a five minute question and answer session at the show. They have also indicated they would like to visit with Millicent Safro at the show too.

6. **Communication to Members about NBS MONEY**: Led by Lynn Breutzmann:
   Lynn brought up the topic about the confusion as to where our membership dues go, and members feeling gouged for donations when they pay their dues, when compared when they see in the Bulletin, assets of over $650,000, (per July 2021

balance sheet). Perhaps this could be discussed via an article in the Bulletin to help make the financial side more transparent. It was also mentioned this could also help states to be more inclined to host a NBS show as well by stating they get ½ of the show proceeds. Susie said she would look into this.

7. **Additional Topics:** Led by Various**:**
   Joy said the Button Room on Thursdays is going well. The participation numbers are up and down such as 40 to 23. It might be a fun teaser to report on what is being said during the sessions, and to ask the attendees to invite friends.

   Susie brought up the question: "Do state and local clubs care about NBS?" Thoughts included writing notes to club presidents from NBS, the board liaisons contacting the state and local clubs about current NBS news, or contacting the Editors' Forum and send out pre-prepared information so they can cut and paste into their state Bulletins.

Meeting concluded approximately 5:03 pm. Next meeting date: To be determined with possibly a time change or a date change. (Same Zoom link)

Notes by Susie Smith and Nancy Cummins