

To: Mike Bagby, President, Illinois District/BHS
From: Daniel Garcia, DVP Marketing & Public Relations, Webmaster
Re: Marketing Report July 2011
Date: July 16, 2011

- Working with team on trying to get a proclamation from the Governor for another Barbershop Harmony Week to take place the week leading up to the Fall Convention 2011. With more lead time, we are looking to coordinate an event that week with the chapters.
- Working with team on trying to get a proclamation from the Governor for a Barbershop Youth In Harmony Week to take place the week of the Bloomington YIH Festival in October 2011. We are looking to coordinate an event that week with the chapters.
- Working on migrating the District website to a new content management system (Groupanizer is not a viable option at this time). This will allow additional team members to update content. Currently Mike Isely helps administer the District calendar online and Tim Pashon has started updating QCA content. I want to empower other team members to assist.
- Used online marketing tools (Vertical Response, Facebook) to send several communications including
 - District Updates
 - Pre and post-convention information
 - District Facebook postings
- Organizing District digital assests (logos, letterhead)
- Creating District marketing collateral (business cards)