

To: Mike Bagby, President, Illinois District/BHS
From: Daniel Garcia, DVP Marketing & Public Relations, Webmaster
Re: Marketing Report August 2012
Date: July 31, 2012

- Working on transitioning the Illinois District website to Mike Isely
- Will train new DVP Marketing & Public Relations on online tools
- Used online marketing tools (Vertical Response, Facebook) to send several communications including
 - District Updates
 - Pre and post-convention information
 - District Facebook postings
- Added to District photo gallery