

MHA PR Committee Report

April, 2009

Chair: Marge Padgitt, Secretary: Doug Hargrave, Mark Klien, Eric Moshier, and David Gibble. Richard Smith also attends meetings.

This past year has been very busy for the marketing committee and we have accomplished a lot:

1. **Created a Marketing Package** for the members to use at trade shows, which includes a horizontal banner, two vertical self-standing banners and frames, a table cover, an electronic photo frame with pictures of masonry heaters, a Sales Portfolio (created by Doug Hargrave) with photos and descriptions of heaters, and a power point presentation (created by Marge Padgitt) that can run automatically on a PC. Members may check out these materials from the MHA office. A deposit will be required. These will also be used in the MHA booth at HPBA annually. Thanks to Doug Hargrave, Eric Moshier, and Richard Smith who worked very hard on this project.
2. **Updated the MHA Directory** of Heater Masons, Suppliers and Manufacturers. This is available online at www.mha-net.org as a PDF file and may be printed out. The directory is a resource for homeowners and builders who are looking for heater builders and/or materials. Several MHA members have still not sent their information in for the directory and we need to get that so the directory remains current. This is an ongoing project that is updated bi-monthly. Contact Marge Padgitt to update your information.
3. We sent out our first **press release** through PR Web in November of 2008, which received some response from the media and homeowners. We plan to send out a press release every six months in order to keep masonry heaters in the public eye.
4. **A Public relations newsletter** will now go out to a general mailing list other than members. Purpose would be to keep these individuals in the "loop" about developments in the masonry heater scene and hopefully solicit associate memberships from this group. Names for the mail list to come from bookstore customers, information inquiries and past members. This will keep masonry heaters and bake ovens in the public eye. We are looking for articles on different topics for the newsletter and any contributions from members are welcome. Please contact David Gibble about this project. Thanks to Richard Smith for coming up with this great idea.
5. Marge Padgitt sent out press releases to the local media in Asheville so hopefully we will get some media coverage. See attached release.