

APH Regional Meeting

Chicago, Illinois

July 18, 2008

The following ideas are some of things that were discussed at the above meeting. They are listed “randomly” and most centered around how to better market APH or our businesses on a local level, but clearly could apply to most any area of the country.

1. Create workshops on any topics that you are comfortable to talk about.
2. Create press releases to announce some of your work. The local media is always looking for articles of “human interest.”
3. Attend and perhaps have a booth at “Summer Fests.” (i.e. Milwaukee, others)
4. Set up a booth at Sidewalk Sales by each community (i.e. village, town, city, etc.)
5. “One of a Kind” Gift Show (Chicago)
6. Attend and/or set up a booth at Book Fair’s
7. Attend and/or set up a booth at County Fair’s
8. Have a presence at local Library’s, Historical Societies, Historical Preservation Committees, etc.
9. Seek opportunities where “transition or historically significant” stories are happening (e.g. Fields to Macy’s, Lake Forest’s 100th year celebration, etc.)
10. The APH in Minnesota had a regional conference and did some creative things that might be worthy of investigation. What worked and what did not?!
11. Set up booth at AARP conference
12. Set up a mini conference at the Evanston, Winnetka, or ??? Woman’s Club
13. Similar theme but create a mini APH Expo at some locally designated place to display our work, hand out flyers and business cards, etc.
14. Others?

Thank you, Adreienne Johns, for hosting our meeting as well providing not only a lovely home, but great food. (Note: If I had only known about the food, I would have brought an appetite and come even a little early!)

Very nice to meet all of you and I look forward to seeing some of you in Salt Lake City!

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