

CHA Winter Show Task Forces



We Need Your Input... Sign up for a Task Force

CHA Members are invited to participate in one of three task forces to be conducted on-site at the 2009 Winter Show. A staff member will lead each interactive task force in discussing the issue at hand and developing a team recommendation to the CHA staff for consideration, based on the input received from the task force. This is a way that CHA can better understand member needs and concerns, and react positively to them. A complimentary beverage will be served in appreciation of your participation.

If you are interested in participating or for more information, please do the following:

- ◆ Email Jon Krance, Marketing Manager, at jkrance@craftandhobby.org with your CHA Member ID and your task force preference.
- ◆ If you do not have internet access, call CHA at (201) 835.1214

First come, first served for each task force until the limit is reached. As soon as the task force members are finalized, you will receive an email stating the task force you have been selected for. Only one person from each company will be selected for each task force.

CHA Winter Show Task Force Schedule

CHA Member Benefits

Task Force Objective: To obtain CHA member feedback on current member benefits and potential new member discount programs and services. Participants will provide input on awareness, perceived value of benefits, participation level and new programs they would like to see.

Participants: 10-12 CHA members

Timing: Monday, January 26, 2009 – 11:30-12:30

CHA Portfolio Magazine

Task Force Objective: To obtain CHA member feedback regarding CHA Portfolio Magazine. Participants will have the opportunity to provide input on articles, advertising, frequency of publication, etc.

Participants: 10-12 CHA members

Timing: Tuesday, January 27, 2009 – 11:30-12:30

CHA Trade Show Education Program

Task Force Objective: To obtain member feedback on all the Education programs offered as part of the CHA Trade Shows (including Seminars, Demo-nars, Workshops, and Events). Participants will provide insight into the perceived value of the programs, the topics, their relevance, and any new subject matter they would like to see addressed.

Participants: 10-12 CHA members

Timing: Wednesday, January 28, 2009 – 11:30-12:30

