

TO: ALL HOUSTON CANOE CLUB OFFICERS  
AND TO WHOM IT MAY CONCERN

DATE: 09-22-86

SUBJECT: 1987 HOUSTON BOAT SHOW

In organizing the Houston Canoe Club's participation in the 1987 Houston Boat Show, I have one specific goal in mind - that is to better demonstrate the diversity of the Houston Canoe Club in an effort to create a greater attraction for new memberships. I propose the following changes:

- 1) I would like to display more boats and have requested another space. The initial response to this request was very positive. (Incidentally, no insurance fee will be charged this year, making our booth absolutely free.) We will represent our various paddling persuasions by showing only individually owned boats. We should appeal to particular members to offer their boats for use in the show. We would select boats that represent a true cross-section of our club.

For instance: an Ultralight Racing boat, perhaps a Veteran of the Water Safari; a Sea Touring Kayak; a general recreational boat (the club's Mohawk would be ideal); a Whitewater Playboat - a Solo Whitewater boat would be even better; a Whitewater Play Kayak or C-1; a true Flatwater boat, or even a Touring boat (like Larry Wilds' Brazos Trip boat.)

We could make a small poster for each boat with the owner's name, the intended purpose of the boat, its' age and where it's been. (Perhaps attach a photo of the boat and paddler in action)

I will need some ideas about how we might display more boats. Maybe we can dress up some of the saddles from the Olympic Festival.

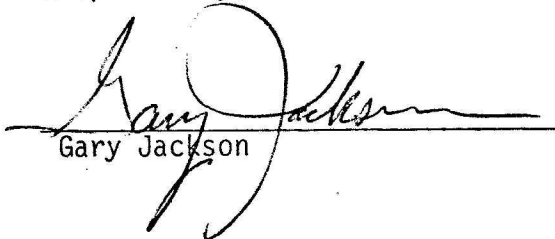
- 2) We might consider displaying a trip schedule or a display board showing trips for the past several months. (We would leave off leaders names and phone numbers.) Roy had a good idea involving placing photos from trips on a poster board.
- 3) We should heavily advertise a prize drawing at the next meeting. This prize (or prizes) should be of a magnitude that would truly create an attraction. A good program at that meeting is of the utmost importance.
- 4) It is imperative that we follow up on all prospects who sign-in at the booth with a newsletter, membership application, and form letter inviting the prospect to a meeting. Again, good programs at meetings are essential to attracting these prospects to the club.
- 5) Boat dealers and their employees should be excluded from displaying goods and working in the club booth during the show. I recommend we send all dealers a letter requesting literature, business cards, brochures, and so forth. We can set this out and make it available to people who are looking for a canoe. Since these dealers are not paying for a space, this is a more than generous offer by the club and they need to have no say in how the show is conducted.

If a dealer doesn't contribute literature, he has no room to gripe. The booths are donated to the Houston Canoe Club as a non-profit organization. We should carefully guard this privilege.

As a final note, I believe that if we pursue this Boat Show project with enthusiasm, and if we incorporate these changes in the existing scheme of things, we will improve the Boat Show as vehicle to increase memberships.

Please respond with your comments and ideas as soon as possible.

Respectfully,



Gary Jackson