

**American Knife & Tool Institute, Inc.**  
**Board of Regents Meeting**  
Monday, March 1, 2021

The Board of Regents (BOR) meeting of the American Knife & Tool Institute on Monday, March 1, 2021, was called to order at 4:00 pm Eastern time via Zoom by AKTI President John Sullivan (W. R. Case). Regents present: Curtis Smith (AOB), Kurt Ronacher (Boker) AKTI Vice President, CJ Buck (Buck Knives), Eric Moore (Gerber), and Mark Schreiber (CRKT). Regents absent: Jon deAsis (Benchmade), Ken Trbovich (Ontario), and Doug Lauer (SOG). There was a quorum present. Others present: Jan Billeb, AKTI Executive Director.

**Marketing Committee – Curtis Smith, Chair**

Curtis Smith thanked everyone for participating in a separate board meeting to discuss marketing plans since he will not be able to attend the March 30 meeting.

Curtis explained that he had further reviewed the AKTI website content, liked the approach and the tagline “Imagine Your Life Without a Knife,” and had revised the plans discussed at the last Marketing Committee meeting.

- Goal is to increase AKTI’s social media base and, hopefully, increase memberships
- Review branding document after there is more base to draw on for input
- Begin a branded partner campaign focused on a giveaway
  - Begin in April with Bubba
  - Conduct every other month
  - Develop a plan easy to replicate by other brands
- Partner campaign goal during the month to include:
  - Two emails from the brand (alternating weeks)
  - Four social posts from the brand
  - Email from AKTI
  - Social reposts from AKTI
- Brand giveaway for the month
  - Possible Bubba package to include package from Bubba's water to plate lifestyle, multiple new knife products, Bubba hat, and shirt and/or shorts (approximate value \$300)
  - Discussed each giveaway's value, whether it should be consistent across the brands or allow each brand to determine. Agreed to flexibility, but with the suggestion to keep the value under the \$600 requirement to provide a Form 1099.
  - Entering the giveaway will be through the brand
  - Include opt-in to receive emails from AKTI

Curtis will update the visual to distribute prior to the March 30 meeting.

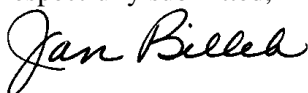
It was agreed to discuss the membership acquisition plan with discounts to partner sites, a possible round-up program, and other ideas after this plan is in place.

**Proposition 65**

John Sullivan raised questions regarding the newly proposed updates to California Prop 65, that a hearing will be held on March 11 and public comments accepted on their website. Discussed how the issue will impact the industry. Comments should be forwarded to Jan Billeb to collect, and the topic referred to the Industry Support Committee for a possible AKTI response.

The meeting adjourned at 4:45 pm Eastern time.

Respectfully submitted,



Jan Billeb  
AKTI Executive Director