

TESTIMONIALS

KTAI Retail Member: The Kite Guys - Alberta, Canada

Just got back home from a very interesting week in Las Vegas, attending KTAI. Made new friends, reacquainted with old ones, found new suppliers, mingled with many and ordered from most. I learned a little more about the inner working of the kite world and new ways to help others and myself to experience yet grander adventures from this business of kites. Its going to be a fun time, I can see the writing in the sky now. A Great Big Thank you to all that attended this year and for the many ideas and lessons shared. I truly appreciate each and every one for their generosity, kindness and goodwill they all possess. This is a very unique organization to be a part of, and isn't it any wonder why it is this way.

KTAI Retail Member: Klig's Kites - Myrtle Beach, SC

Great trade show this year. Met some new vendors and worked with some existing ones. Although a good bit can be accomplished on the phone when your negotiating with a vendor I find more gets done face to face. In addition I had the opportunity to meet with my fellow retailers and share ideas. I find this very refreshing to hear the prospective of someone who is doing what you are doing but in a different way.

Non Member Retailer Attendee: Bubbie's Store - Las Vegas, NV

Thank you for the opportunity to attend the KTAI Show 1/2014. We are a relatively new store and we found the wealth of information available amazing and with much potential.

KTAI Manufacturer/Wholesaler Member : Skydog Kites - Colchester, CT

The orders written at the 2014 KTAI Show totaled the largest dollar amount Skydog Kites has ever written at the Kite Trade's big annual event. Most of the attending retailers have been in business for over 20 years, you know they are knowledgeable, experienced, and they will be around for many years to come. The attendees write great business, and they also provide valuable feedback that helps us perfect our products and strengthen our brand.

KTAI Retail Member: SF Kites & Toys - San Francisco, CA

My business partner and I had no previous kite experience before opening, although we have each owned and still owned businesses in other industries. We went to our first KTAI convention expecting the same old thing and were blown away by what we discovered! The most glaring thing was the openness of the other Retailers. We had never experienced anything like

the degree of support and information sharing that went on at that event. We learned which suppliers were best for which products, their turn times, pricing levels and volume break levels. We also learned about which products to avoid, which products were hot sellers and which ones might be good in other stores, but not ours. We learned display strategies, selling approaches, merchandising and in-store demonstration techniques! Frankly, we were both a little overwhelmed with all the information, but we both knew we had hit a Gold Mine.

Three years later, it remains clear to me that we saved over \$100,000 in wrong directions, product choices, sales and presentation learning curves etc. I know this from past business experiences and by our efficient growth in sales these past three years. We basically got a huge "short cut" through our membership in the KTAI and I consider it to be one of the best business decisions we made and continue to make annually. That said, even if you have been a kite retailer for many years, the industry is changing rapidly due to issues like; globalization, technology innovation and "show rooming". I am confident even the most seasoned retailer will more than recoup their investment through the benefits of membership.

I joined the Board of Directors in an effort to pay the organization back in some small way for all that I have gained through membership. From this vantage, I am very excited about the near and long term development of our organization, the value it creates for its members and its role in evangelizing kiting throughout the world.

I encourage your to join us in Las Vegas to see just what I am talking about, or to simply give me a call if you have any questions about the "return" on joining KTAI.

Thank you for your time! Fly Free!
Daren Henderson; Co-owner & General Manager

KTAI Retail Member: Must Like Mud - Santa Clara, CA

Thanks for the warm and generous welcome we received from the membership of the KTAI. As newbie's to retailing, brand new KTAI members and first-time trade show attendees, we were thrilled at the support offered by our fellow business folk. Demo Day was a great introduction to other members- we had two new business mentors in the first hour! Membership benefits and trade show attendance should include "money we saved by not making THAT mistake!" Thanks KTAI: the openness of other members to share frankly and without reservation is more than worth the annual dues.

This kind of info is worth the price of KTAI membership...all by itself! Thank you!
Anne Phoenix, Owner

KTAI Retail Member: The Kite Loft - Ocean City, MD

I have been attending the KTAI Convention for many years now. Each and every trip brings new ideas that help improve my business. The networking opportunities alone, make attending the convention worthwhile...

Jay Knerr; Owner

KTAI Retail Member: Zephyr Kites - Ft. Lauderdale, FL

My wife and I would like to thank all those who attended the 2011 KTAI convention for such a warm welcome. Our experience at the trade show far exceeded our wildest expectations. Every retailer we spoke with was more than willing to offer advice and guidance. All the manufacturers made a point to educate us and answer all our questions, without making us feel as inexperienced as we are.

As a new retailer, I strongly feel I am better positioned to succeed, knowing that I have the support of the association and the combined knowledge and experience of my fellow members. Not only did I leave the KTAI convention with a wealth of knowledge, and a lot of new friends, but I also left knowing that I am part of something special. Mike McEwen; Owner

KTAI Manufacturer/Wholesaler Member: Revolution Enterprises- Poway, CA

When Retailers attend the KTAI Trade Show, we can improve their product knowledge, merchandising and marketing techniques. No one knows our products better than we do and the extensive test marketing and product development we paid for allows us insight that we can give to our Retailers. Nothing in this virtual world we live in will give you the experience of hands on knowledge when it comes to kites and their related products. In addition, the Retailers Idea Exchange allows retailers to share their own sales techniques and product experience and get direct answers to pertinent questions from one another; giving Retailers in our industry a unique set of tools to take back to their stores.

As Manufacturers and Wholesalers, we are able to use the Trade Show to make those personalized connections; that face-to-face opportunity we can't get even after years of sales on the phone. After careful consideration and input from my customers, I developed a "starter package" to fit the specific needs of a new retailer, and was surprised and happy to see that they loved it - AND that seasoned retailers loved it as well. I developed a way to make selling my product easier, and gave the idea to my Retailers and the end result is that we both have increased sales; and that is why I love this trade show! We picked up five new customers and reestablished our relationship with two other customers. This show pays for itself because it allows us time with our customers that we could not get in a "big box" trade show.

Lolly Hadzicki-Ryno; Owner

KTAI Manufacturer/Wholesaler Member: In The Breeze - Bend, OR

I believe that In the Breeze's involvement with the KTAI has had a direct impact on our growth and our understanding of the kite and outdoor decorative market. The KTAI has been invaluable in helping us to recognize trends, gain product knowledge and to establish a loyal customer base among many other benefits.

Bill Dual; Owner

KTAI Retail Member: B&S Kites - Austin, TX

We miss being able to come to the trade show with it being during our busy winter season (snowbirds), but will continue to support KTAI as it helped us tremendously when we started our business 17 years ago !

Thanks

Susie Doan; Owner