

# BTA Mid-America 2015

## Audience Lists

### Level #1

- Involved
- Busy
- Political
- Tight knit
- Passionate
- Community
- Supportive
- Organized
- Growth
- Leaders

### Level #2

- Care
- Limited time
- Agendas
- Know others
- Energetic
- Protective
- Giving
- Structured
- Ambitious
- Responsible

### Level #3

- Compassionate
- Stressed
- Accomplished
- Loyal
- Confident
- Like a family
- Generous
- Thorough
- Promoting
- High standards



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## Audience Lists

### Level #1

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### Level #2

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### Level #3

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