

NRHA COMMITTEE REPORT FORM

Committee name: ***Reiner* Committee**

Meeting date: **August 5, 2006**

Present: Chairman Frank Costantini, Dave Wilkins, Kim Sloan,

Staff: Staff Liaison Carol Trimmer, Bucky Harris, Megan Arszman, David Patterson

Guests: Helmut Schmauss Gerstenberg

Not Present: Bill Bradley, Sam Houston

Chairman Costantini called the meeting to order at 10:15 a.m. CST

Agenda Items:

I. Old Business

- Approved 03-01-06 Conference call minutes
- Approved 06-10-06 Committee meeting minutes

II. New Business

- Committee supports rule change 26-01-07
- Advertising rate increase – committee recommends premium placement increases - \$1200 page 1, \$1100 back page, premium placement increase from \$50 to \$100, right hand page placement increase from \$25 to \$50.
- Approved development of a new Trainer section
- Carol provided information on AHP Conference critiques and Reiner Reader Survey status
- Discussed *Reiner* magazine redesign
- Discussed utilization of *The Score...* and *Futurity Draw Sheets* by Marketing and Event Departments
- Carol is to provide the committee with Comp/Sponsor advertising usage and ask Finance for tracking by department in the future.

With no further business, the meeting was adjourned at 11:30 a.m.

Committee members: Bill Bradley, Frank Costantini, Kim Sloan, Dave Wilkins, Sam Houston, Carol Trimmer, Bucky Harris

Mission Statement: The *Reiner* Committee will oversee the management and production of the official publication of the sport of Reining, the *NRHA Reiner*. The Committee will work closely with the management staff of the magazine along with the membership to recommend the most efficient and effective means of communication and promotion of the sport of Reining.