

## NRHA COMMITTEE REPORT FORM

This form should be returned to the Executive Director within one week following any committee meeting or one week prior to the next board meeting. You may fax this directly to Dan Wall at 405-946-8420.

**Committee name: SIRE & DAM COMMITTEE**

**Committee meeting date and meeting participants: August 5, 2006**

**Vaughn Zimmerman, Chairperson**

**Troy Heikes, Sam Houston**

**Staff: Dennis York, Haley Carmen, Dandy Oltermann, David Patterson,  
Robert Simpson, Michelle Wrigley – Staff Liaison**

**Board meeting date: August 4 – 6, 2006**

**Progress on current committee assignment:**

Discussed promotion of online auction during the Futurity, will set up like a sponsorship. Updates on auction results would be done at the end of the day and placed in the Futurity Program and on screens throughout the day, PAs will be made throughout the day and a 30 second to 1 minute commercial will be developed. Discussed different booth space options, was decided that the S&D booth would be placed in a 10 x 20 space across from the Press Room.

Wireless internet capability set up for those with their own laptops.

A booth attendant will need to be available at the booth for set times during the day to assist the online bidding at the booth.

Booth needs to have 4 – 6 computers so it can work like an internet café. Can limit each person to 10 minutes at the computer. If there is a line, they need to bid then let someone else bid.

Need to post a series of blurbs in the ENewsletter promoting the Auction, S&D general facts, and benefits.

Need to follow-up with Top 20 Sire owners, phone calls and directly mailing. Could also do an email directly to stallion owners.

Deadline for online auction contracts will be November 14 for stallion to be included in the promotional material at the Futurity. They can be placed in auction after the deadline, but will not be promoted.

Bidding will begin at 8 am November 15 and end at 8 pm December 2.

Discussed taking bids over the phone for those who do not have internet access. It was decided that bids will not be taken over the phone, too many phone calls to the office, especially during the Futurity & too much liability if a mistake is made.

Updated contracts were reviewed, recommended adding “Sire & Dam” to the boxes for choosing the auction. The contracts will be sent to legal council next week.