

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. Please e-mail to Dan Wall at dwall@nrha.com.

Committee name: Marketing

Board meeting date: January 21, 2006

Members Attending: Dave Wilkins, chair; Doug Carpenter, V. Chair; Greg Hill; Bill Peel; Katie Walther (by conference); Sam Houston; Dale Lopp; Lisa Garza, staff liaison; Courtney England, NRHA Staff, Debbie Drinko: NRHA Staff, Carol Trimmer: NRHA Staff

Guests: Wayne McDonald

Mission Statement: To promote and enhance the National Reining Horse Association and its events through primary focus on membership development and retention, sponsorship development and retention and through the enhancement of communication between affiliates and NRHA headquarters.

Progress on current committee assignment:

- Over a three year period, have produced close to \$1 million in sponsorships
- Continue to sponsor trophy at the WRCA Finals
- New ad campaign for 40th Anniversary

Progress/Action on past committee assignments:

- To date, sold 99 silver and gold plated buckles and 34 sterling silver
- Receive a good response and information on demographic survey
- Lost *Horse & Rider* as a sponsor
- Logo wear is up on NRHA Web site

Future projects/programs under consideration:

- Work on getting a trophy made to use at events that ask us to sponsor a trophy
- Working on getting a membership retention program started
- Working on producing a packet to go into new membership packets to show members sponsorship benefits

Comments for or requests from Exec. Dir. regarding committee assignments/issues:

- Approval of having a trophy made specifically to use at other events