

## 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:** Marketing

**Meeting date:** June 10, 2006

**Committee Members Present:** Dave Wilkins, Sam Houston, Dale Lopp  
For the NRHA: David Patterson, Carol Trimmer, Debbie Drinko, Haley Carmen  
John Foy, Dennis York, and Robert Simpson.

### **Progress on current committee assignment:**

The committee discussed the goals of the Marketing and Communications department.

These goals include:

**Increase membership**, with the creation of a new level for membership, and membership retention marketing that could include an annual membership packet and a multiple year membership.

**Improve communication**, with a brand strategy, tied to the results of the strategic planning committee, advertising, consistent use of the logo, an overhaul of the website, and the hiring of a Communications Manager.

**Increase Sponsorships**, with the creation of a rate card that will include sponsorship inventory.

The Committee endorsed the TV show for RFD-TV and adding an additional person to the Marketing for the purpose of marketing the sponsorships.

### **Progress on past committee assignments:**

The committee reviewed the budgets and directed David Patterson the Director of Marketing and Communications to review the budget needs for 2007, and to request a budget that reflected the needs to meet the goals of the department.

**Future Projects:**  
**Rule Change: Membership**

The Marketing Committee, is requesting the creation of a new level of membership. This new membership, currently named NRHA Partner, would receive all member benefits with the exception of voting and competition. Incentives would be provided during a Partner Membership drive to coincide with the launch of the new NRHA TV show.

**Comments for or requests from Executive Director regarding committee assignments/issues:**