

## NRHA COMMITTEE REPORT FORM

Committee name: ***Reiner* Committee**

Meeting date: **June 10, 2006**

**Present:** Co-Chairman Frank Costantini, Dave Wilkins, Kim Sloan,

**Staff:** Staff Liaison Carol Trimmer, Bucky Harris

Co-Chair Costantini called the meeting to order at 2:30 p.m. CST

### **Agenda Items:**

1. Old Business
  - Plans and content of the November 2006 *Reiner* were discussed.
  - The 2006 Reiner Reader Survey will be updated, sent to Affiliate presidents/contacts for Affiliate input, appear on the website and in the *Reiner* for input by readers.
  
2. New Business
  - Evaluated future changes to the *Reiner*
  - Management of the growing number of *Reiner* pages dedicated to show approvals and results was discussed. A counter will monitor hits on the website to help in considering options and/or recommended changes.
  - The *Reiner* Committee will seek funds for editorial and graphic design evaluations.
  - The *Reiner* will be participating in a publication critique session being held at the American Horse Publications Conference, June 22-24.
  - A campaign to increase subscribers will be developed in conjunction with the Marketing Department.
  - The Committee will review the 2005/2006 Fiscal Year revenue, costs, ad numbers, printing costs, etc., when figures are available.

With no further business, the meeting was adjourned at 3:40 p.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.