

## 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 23, 2007

**Committee Members Present:**

Chair-	Robb Walther
Members-	Greg Hill
	Sam Houston
	Jennifer Reynolds
Liaison	David Patterson

**Mission Statement:** Grow Memberships, increase Sponsorships, and improve Communications.

**Progress on current committee assignment:**

Committee approved marketing expenditure and promotional efforts for the Arabian Youth Reining demonstration. This will include video taping the segment for potential future broadcast in Insider Reining or on-line.

Discussed and approved the recommendation to restructure the Marketing Department. The Marketing will function as an advertising agency, assisting committees with marketing plans and budgeting. Following planning and budgeting the committee will take approve all marketing, communications and sponsorship plans for the committee. The Marketing Committee will handle the fulfillment of the plan. This will take affect in 2008.

**Progress/Action on past committee assignments:**

**Future projects/programs under consideration:**

Media plans and promotion of the 2007 Futurity. Planning will include evaluation of proposed times for daily high-light show. And other promotional plans.

Spearhead the formation of a Futurity Marketing Task Force that will study and initiate changes to structure, events and activities that will improve the marketing opportunity for the Futurity.

Committee will look at Gift items for Reining sponsors and dignitaries. Among the items considered will be belt buckles, pins, pens, spurs, wild rag w/ scarf slide.

The Committee removed Katie Walther from the Marketing Committee roster at the request of Robb Walther, Chair.

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