

## 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:** March 31, 2007

**Committee Members Present:** Chair-Rob Walther

Members-Debbie Drinko, Jennifer Reynolds, Greg Hill, Sam Houston, Carol Trimmer;

Guests-John Foy, Anne Marie-Burns, Walter Fuchs, Bucky Harris, Haley Carmen Luna, Vaughn Zimmerman, Mandy Kennedy, NRHyA officers;

By phone-Kathy Damrill;

Staff Liaison-David Patterson

**Mission Statement:** Grow Memberships, Increase Sponsorships, Improve Communications.

**Progress on current committee assignment:**

Budgets-Reviewed current budget and determined all was in line with objectives.

NRHA Inside Reining-Reviewed Sales Report, and determined that currently the programmed has achieved a 79% sell through to the total goal. Committee also reviewed the launch of the new website, the debut of the new promotional magazine, the marketing of the training tapes. Staff and Chair will investigate renewal options and timing for NRHA Inside Reining.

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

Inside Reining Partners Program- No action taken. It will be reviewed in a conference call later in April.

**Future projects/programs under consideration:**

Walther formed a marketing subcommittee to flush out all opportunities with the Inside Reining Marketing Platform.

A 2008 marketing/budgeting plan will be undertaken with emphasis on creating 4 to 5 reining events in the US and Europe, using Inside Reining to market programs, and examine the use of exhibit booths.

Productions of new NRHA brochures for Memberships, Sire and Dam, and other programs.

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