

## NRHA COMMITTEE REPORT FORM

Committee name: *Reiner* Committee

Meeting date: **August 9, 2008**

**Present:** Frank Costantini, Greg Hill, Helmut Gerstenberg, Robb Walther, Staff Liaison Carol Trimmer

Staff: Executive Editor Kathy Swan via phone, Graphic Designer Bucky Harris, Assistant Editor Krissy Colbath, Director of Marketing & Communication Todd Barden, Manager of Marketing & Communication Christa Morris

Absent: Dale Lopp (conflicting meeting)

Chairman Costantini called the meeting to order at 11:10 a.m. CST.

### **Old Business:**

- 2-01-08 minutes were approved.
- Chairman Costantini appointed a task force consisting of Helmut Gerstenberg and Carol Trimmer to investigate more economical ways to ship the *NRHA Reiner* to Europe and writers/resources to achieve more international content.

### **New Business:**

- Due to the number of important subjects for the *Reiner* cover, additional *Reiner* covers will be used inside the pages of the magazine.
- Premium placement in the first 10 pages will be available to 12-time ad contractors only.
- It was determined that writers must agree to exclusivity on assigned articles to eliminate duplicate articles in other publications.

### **2008 Goals**

- Continue to re-focus the magazine's content to include more training, health care, business, lifestyle, and human interest material, along with show coverage, which has met with great success. We are trying to touch every aspect of the reiner's life and provide more education, entertainment, and information.
- Continue to upgrade magazine to better match new design
  - ✓ Fill vacant Assistant Editor position to help manage work load
- Improve *Electronic Reiner* in the new format
- Increase advertising in *Reiner* and *Futurity Program*
- Improve management of work flow and efficiency to reduce stress around print deadlines
  - ✓ Review *Futurity Program* deadlines to reduce the bottleneck with production of November and December *Reiner* issues

- ✓ Employ commission ad sales person
- Increase revenue

With no further business, the meeting was adjourned at 12:20 p.m.

**Committee members:** Chairman Frank Costantini, Kim Sloan, Robb Walther, Greg Hill, Helmut Gerstenberg

**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.