

## NRHA COMMITTEE REPORT FORM

**Committee name:** Marketing Committee

**Meeting date:** April 4, 2009

**Committee Members Present:** Rick Swan - Chair, Rick Ford, Greg Hill, Jenifer Reynolds, Steve Simon, Tom Foran

**Committee Members not Present:** Missy Bergen, Ginger Schmersal, Misty McAuliff and Mark Schols

**Staff Present:** Todd Barden, Christa Morris, Krissy Colbath, Haley Carmen, Carol Trimmer, Katie Hendrickson,

**Guests:** Kellie Carr

**Mission Statement:** To promote and enhance the National Reining Horse Association and its events through primary focus on membership development and retention, sponsorship development and retention, and through the enhancement of communication between members, affiliates and NRHA.

### **Agenda Items**

- I. Reviewed Business Plan Objectives
- II. Reviewed Membership Survey Report
- III. Discussed Re-Packaging Report
- IV. TV Task Force Reported
- V. WEG Promotions Duscussed
- VI. Reviewed 2009 Rule Changes