

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: August 22, 2009

Committee Members Present: Rick Swan - Chair, Greg Hill, Jenifer Reynolds, Steve Simon, Rick Ford, Misty McAuliff

Committee Members not Present:, Missy Bergen, Ginger Schmersal, Mark Schols, and Tom Foran

Staff Present: Todd Barden, Christa Morris, Krissy Colbath, Haley Carmen, Carol Trimmer, Katie Hendrickson, Bucky Harris, Hanna Spitler

Guests: Dan McGregor

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 Inside Reining Budget
- II. Discussed Reining Pro Cards
- III. Discussed WEG Trip Giveaways
- IV. Discussed WEG Trade Show Space
- V. Discussed Reining University (WEG Manuever Stations)
- VI. Reviewed Membership Survey Report
- VII. Discussed Committee Stance on Limiting Number of Horses per Rider in Finals
- VIII. Discussed Entry Level Show Program Marketing
- IX. Reviewed AT&T Revenue for You Program