

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: January 29 & 30, 2009

Committee Members Present: Rick Swan - Chair, Rick Ford, Greg Hill, Jenifer Reynolds, Misty McAuliff and Mark Schols

Committee Members not Present: Missy Bergen, Ginger Schmersal

Staff Present: Todd Barden, Dan Wall, Christa Morris, Krissy Colbath, Haley Carmen, Carol Trimmer, Kathy Swan, Brian Bendele, Brad Ettleman, John Foy, Terry Weins

Guests: Rick Weaver, Steve Simon, Pat Feuerstein, Doug McClelland, Cash Bridges, Tom Foran, Tim Lynch, Helen Lauth, Emily Winegar, Jordan Willette

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

- Reviewed Code of Ethics
- Reviewed Mission Statement
- Reviewed Charters
- Discussed NRHyA marketing activities
- Reviewed NRHA Futurity / Derby Nomination Program
- Reviewed Media Task Force Report
- Reviewed Membership Survey Report
- Reviewed Business Plan Objectives
- Discussed NRHA Re-Packaging
- Discussed 2009 Rookie Day Plan
- Discussed FEI and 2010 World Equestrian Games event promotion
- Discussed recommendations for logo usage at NRHA events