

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: January 30, 2010

Committee Members Present: Rick Swan – Chair, Jenifer Reynolds, Tom Foran, Rick Ford, Mark Schols

Committee Members not Present: Greg Hill, Misty McAuliff Walker, Steve Simon

Staff Present: Todd Barden, Christa Morris, Haley Carmen, Carol Trimmer, Bucky Harris, Katie Hendrickson, John Foy, Chris Mossman, Michelle Wrigley, Debbie Hutchinson

Guests: Mike Deer, 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. Inside Reining Report was Given
- II. Discussed Entry Level/Green, Ride & Slide Marketing
- III. Reviewed AT&T Revenue for You Program
- IV. Discussed World Champion Promotion
- V. Discussed How to Increase Owner Recognition
- VI. Discussed Creating “Professional’s Promotional Packet”
- VII. Reviewed RAF Saddle Sweepstakes