

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: March 16, 2011

Committee Members Present: Rick Ford (Chair), David Solum, Floyd Miller, Taumi Martin, Rick Swan and Victoria Lambert

Committee Members not Present: Becky Jordan, Clint Haverty, Greg Hill and Jenifer Reynolds Cook

Staff Present: Christa Morris

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

Agenda Items

- Discussed committee related items on the NRHA Business Plan
- Discussed NRHA Ride a Reiner and its validity as a program to increase membership growth especially with affiliate involvement
- Reviewed alliance activities
- Discussed marketing/sponsorship opportunities for NRHA sales