

NRHA COMMITTEE REPORT FORM

Committee name: Events Management Committee

Meeting date: 3-23-11 Conference call

Mission Statement: To support the NRHA in an advisory capacity in the production of NRHA produced events such as the Futurity and Derby. To work collaboratively with the Marketing Committee in support of the key initiative to increase participation in those NRHA produced events.

Meeting Agenda Items:

- Reviewed 2011 Cowtown Classic
 - o Looked at dates
 - o Reviewed a survey of industry leaders concerning the event
 - o Reviewed effects on already established event
 - o Discussed the clientele that would go to both shows
 - o Discussed the structure
 - More money in the Novice Horse Derby v. Pre Futurity