

NRHA COMMITTEE REPORT FORM

Committee name: Events Management Committee

Meeting date: 3-26-11 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:

- Further review 2011 Cowtown Classic dates
 - o Reviewed a survey of industry leaders concerning the event
 - It was pretty split on whether to have it the week before or two weeks before
 - Committee approved to recommend the show be the week before Tulsa
- Committee agreed to have a Pre Futurity & Novice Horse Derby
- Discussed the addition of a Non Pro shootout
 - o Committee agreed to have a Non Pro shootout
- Committee agreed with two slates of ancillary classes
 - o One slate would have lower added money than the other
- Discussed having a full Derby
 - o Committee agreed to have the Novice Horse Derby only
- Discussed the opportunity for Youth Team Tournament
 - o Committee decided that the dates were too close to school and right after Youth World
 - o It was mentioned of having a judging contest
- Discussed the addition of a Prime Time division in the Novice Horse NP Derby
 - o Agreed \$10,000 would be a good amount
- Discussed the level of added money in the lower levels, if it was enough
 - o It was felt the current levels were ok. Didn't want to affect eligibility of those riders too much.