

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: June 10, 2011

Committee Members Present: Rick Ford (Chair), Victoria Lambert, Floyd Miller, Becky Jordan, David Solum, Rick Swan, Taumi Martin, Jenifer Reynolds-Cook

Committee Members not Present: Greg Hill

Guests Present: Liz Haverty

Staff Present: Christa Morris, Lauren Bergin

- **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

- Reviewed and approved previous committee minutes
- Discussed demographic study and membership poll
- Discussed increasing the global presence of NRHA
- Considered membership growth initiatives including international/national outreach, 4-H alliance and increasing our fan base
- Received an update on NRHA Inside Reining programming and DVD production
- Discussed marketing strategies to improve the NRHA sale