

NRHA COMMITTEE REPORT FORM

Committee name: Marketing Committee

Meeting date: July 1, 2011

Committee Members Present: Rick Ford (Chair), Becky Jordan, Clint Haverty, Victoria Lambert, Taumi Martin, Jenifer Reynolds Cook, David Solum

Committee Members not Present: Greg Hill, Floyd Miller, Rick Swan

Staff Present: Christa Morris, Lauren Bergin, Todd Barden

- **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 rule change proposals assigned to the committee

Rule Change #	Support	Not Support
42-01-12		X
47-01-12		X
47-02-12		X
99-01-12	X	

Comments:

42-01-12

- The Marketing Committee recognizes the necessity to have a mediations policy to support the welfare of the horse.
- The committee supports a plan involving a Phase 1 anonymous research project to be conducted among all aged horses at the NRHA Derby and Futurity to help assess the current situation.

47-01-12

- The wording is not specific enough

47-02-12

- Should we have a cap on dollar amount of item received as a gift that is allowable?
- What if a family ranch is sponsored and a non pro is part owner?
- Would free stalls count as remuneration (i.e. donating horse for Interscholastic or Collegiate Reining Championship)?

- Reviewed alliance activities
- Discussed marketing/sponsorship opportunities for NRHA sales