

**National Reining Horse Association
Marketing Committee
2011 Goals Summary**

Chairman – Rick Ford

Members – Becky Jordan (Vice Chair), Greg Hill, Clint Haverty, Victoria Lambert, Taumi Martin, Floyd Miller, Jenifer Reynolds Cook, David Solum and Rick Swan

Staff Liaison – Christa Morris

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

GOAL 1 - CONTINUE TO CAPITALIZE ON RIDE A REINER SUCCESS

ONGOING - The committee supports Ride a Reiner as a program to increase membership growth with affiliate involvement being vital to its success. The committee discussed possibly creating a 'template' to help with implementation. There was support for developing a partnership with Clinton Anderson to assist with outreach, as well as hosting more Ride A Reiner events. In 2011, Ride A Reiners have been held at the American Youth Horse Council Symposium, AQHA Youth Excellence Seminars, United States Pony Club Festival, plus private sessions during the NRHA Cowtown Classic for legislators and area leaders. Rolex, Scottsdale Arabian show, FFA, Canada's Outdoor Equine Expo and Americana have expressed interest in having a Ride A Reiner at their event. The committee feels a plan should be developed to give an incentive (i.e. free stall, VIP passes, exhibitor badge, etc.) to owners who donate a horse to an NRHA Ride a Reiner event for marketing.

GOAL 2 - DEVELOP MARKETING MATERIALS IN SUPPORT OF AFFILIATE DEVELOPMENT (IN CONJUNCTION WITH ENTRY LEVEL REINING)

ONGOING – Entry Level marketing materials will be updated to reflect 2012 program changes and disseminated to affiliates. A working group consisting of Jordan, Martin, Haverty and Solum were assigned to look into international opportunities. A majority of print advertisements encourage people to contact an affiliate to get more information on local showing opportunities. In addition, targeted emails link to the show calendar and encourage affiliate contact.

GOAL 3 - ALLIANCE PROGRAMS

ONGOING – Continuing to encourage dual approved events and officials and to promote alliance programs to both NRHA and alliance association members. In 2011, NRHA partnered with the Interscholastic Equestrian Association (4,600 members), Texas State 4-H, and have been approached by the United States Pony Club to add Reining as a discipline. A working group consisting of Reynolds, Miller, Jordan and Martin, Haverty and Solum will work on a global outreach program to capitalize on Reining's entertainment value and get the fans we are creating to attend our events.

GOAL 4 – MORE PROMOTION OF WORLD CHAMPION TITLE RACES

ONGOING – Promoting world champion contenders on homepage of nrha.com and anticipated entries/title contenders for \$100,000 added Open World Championship Shootout while looking for more ways to promote title races.

GOAL 5 – FIND NEW SOURCES OF REVENUE

Ongoing - The committee discussed ways to enhance the NRHA / Market Insurance Sales. Solum, Lambert and Haverty will develop a list of possible promotional steps. The committee will come up with more ideas and determine which ones to present to the Sale Committee.

Committee Attendance given on following page.

**National Reining Horse Association
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COMMITTEE MEMBER	16-Mar	10-Jun	1-Jul
Rick Ford	x	x	x
Becky Jordan		x	x
Jenifer Cook-Reynolds		x	x
Clint Haverty	Guest - Liz Haverty	Guest - Liz Haverty	x
Greg Hill			
Victoria Lambert	x	x	x
Taumi Martin	x	x	x
Floyd Miller	x	x	
David Solum	x	x	x
Rick Swan	x	x	

“X” Denotes member present.