

NRHA COMMITTEE REPORT FORM

Committee Name: Sire & Dam

Meeting Date: Feb. 6, 2015

Chair Name: Rick Ford

Members Present: Rosanne Sternberg, Kathy Hinton, Michell Anne Kimball, Rick Ford, Michael Miola,

Members Not Present: Loren Booth, Tricia Gilson, Simona Diale, Thiago Boachat

Guest: Jim Blumer

Staff Present: Hayley Lewallen, Christa Morris

Meeting Report: The Sire & Dam committee discussed several options to help increase the success of the program. Moving forward we will be working on educational pieces that are simplified. Several different marketing ideas were looked at in order to improve the awareness of the program at major events and online. It was also discussed to move the auction back further, with it starting during the Futurity and then closing on January 10.

Agenda Items Discussed:

1. Reviewed committee purpose
2. Reviewed Sire & Dam activity to date –Included a financial overview, breeding sold, breeding's donated.
3. Reviewed the program, it's benefits, and how it works
4. Discussed stallion owner incentives
5. Discussed mare owner incentives
6. Looked at short and long term goals for the program. – Short terms goals are looking to simplify the program to make it more understandable, long term goals include increasing participation and financial success.