

## NRHA COMMITTEE REPORT FORM

This form should be returned to the Executive Director within one week following any committee meeting or one week prior to the next board meeting. Please e-mail to Dan Wall at [dwall@nrha.com](mailto:dwall@nrha.com).

**Committee name:** Marketing

**Board meeting date:** January 22, 2005

**Members Attending:** Dave Wilkins, chair; Doug Carpenter, vice-chair; Greg Hill; Tami Wagman, Diane Yoder; Sam Houston; Lisa Garza, staff liaison; Carol Trimmer, staff

**Guests:** Bill Bradley; Tom McCutcheon

**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 affiliates and the National Reining Horse Association headquarters.

### **Progress on current committee assignment:**

- Membership Retention Program
- Outreach Program through NRHA booth
  - Presence at general equine events and breed specific events
  - New booth for NRHA events and smaller one for traveling – Asking board to approve \$19,500 budget for these items
- Promote the work of other NRHA committees through Reiner articles and web site information
- Sponsor Recognition
  - Present jackets to sponsors at awards banquet.
  - Assign key NRHA board members to escort sponsors during convention
  - Provide welcome packets to sponsors at a designated table at convention
  - Provide special amenities at Monte Carlo night to sponsors
  - Provide list of sponsors attending to NRHA members at convention and ask them to get to know the sponsors

### **Progress/Action on past committee assignments:**

- Mission Possible – Through the efforts of the Marketing & Affiliate committees, a review of 2005 guidelines will be done.
  - Every affiliate who has a 5% increase will be recognized
  - Editorial in Reiner promoting the Mission Possible program.

### **Future projects/programs under consideration:**

- Reiner Rewards program – Offer incentives from sponsors for being an NRHA member
- Gold Star Affiliate Program  
Affiliates meeting above-average criteria are recognized for their efforts.
- Promotional video  
One for sponsors  
One for membership  
Interactive DVD to select the topic you want to review  
Budget request forthcoming
- Member survey and research  
Send out RFP's to research firms and get Board's approval for funding for the survey/research project.  
Encourage participation through a prize program
- Develop and expand contact list of people outside of NRHA to solicit events in geographic area
- Hire a photographer who is designated to shoot human interest photos at Reining events.
- Ranch Rodeo, Mother's Day Weekend, Abilene, TX. Provide fund for an awards trophy for high point reiner

### **Comments for or requests from Exec. Dir. regarding committee assignments/issues:**