

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.

Committee name: Marketing

Board meeting date: June 18, 2005

Members Attending: Dave Wilkins, committee chair; George Bell; Dell Hendricks; Sam Houston; Diane Yoder; Lisa Garza, NRHA Staff and committee liaison; Carol Trimmer, NRHA Staff Courtney England, NRHA Staff

Guests: Bill Bradley, Sandi Pence, Bucky Harris, Tania Warnock, Nanette Teal

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 NRHA headquarters.

Progress on current committee assignment:

- We are budgeted for six display booths at different shows. The events we have scheduled with committed booths are the Quarter Horse Congress, Hoosier Horse Fair, and Equine Affaire November event. Reviewing other venues to send display booth. Incorporate the top 20 riders to be available at booth and demonstrations.
- The committee is looking at information provided by George Bell on RFD-TV to see what it would take to get ad spots on. Also looking at a television proposal from Bridle & Bit.

Progress/Action on past committee assignments:

- Purina sponsorship programs have been launched to the membership and to the circuit shows.
- The marketing committee is revisiting the idea of attaching NRHA to its affinity program.
- Meeting is scheduled in late June to finalize plans for logo wear through 2005

Future projects/programs under consideration:

- Worked on marketing & promotional ideas for the Futurity's 40th anniversary to focus on a theme of where NRHA came from and where we're going (time). Working on a logo and tag line for it.
- Reviewed sketches for an NRHA buckle and limited edition version that will be presented to EB
- Finance committee approved the bid from Horizons Research for the demographic study

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