

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: March 5, 2005

Members Attending: Doug Carpenter, vice-chair; Walter Fuchs, Dale Lopp, Pat Faitz, Dell Hendricks, Sam Houston, Diane Yoder

Staff: Lisa Garza, Liaison, Carol Trimmer, Bucky Harris, Sandi Pence, Dan Wall

Guests: Tom McCutcheon; Bill Bradley

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
 - Marketing Department will produce a mail-out to members promoting the sponsor amenities to the membership.
- Outreach Program through NRHA booth
 - Finalizing company that will produce the large booth and travel booth
 - Affiliates are utilizing the NRHA for booth opportunities in their own areas.
- Logo wear
 - Marketing committee is researching the three bids submitted to NRHA through March 11 to determine logo wear vendor
- Affiliate Gold Star Program
 - Diane Yoder presented a draft of guidelines from the Affiliate Committee. Target year for the program would be 2006
- Demographic Survey
 - Marketing committee set a deadline to have information submitted to the winning bidder of project with a completion deadline of September 1.
- Promotional Video
 - Marketing committee passed a motion to begin gathering information for the new promotional video now, have it near completion by Futurity and add the 40th Anniversary of Futurity and of NRHA to the video with the 2006 convention being the launch date.
- Mission Possible
 - 2005 program launched at convention with program guidelines included in Affiliate and posted on the web site.
- Executive Board approved additional monies for advertising, promotion and TV for 2005 Futurity.
- Executive Board approved to add one additional staff person to the marketing department.