Marketing & Membership Committee Agenda Houston, Texas 2013

- 1. Welcome by Chair
- 2. Committee guidelines
- 3. Meeting protocol
- 4. Member review of and comments on agenda items

The following member recommendations will be discussed:

- 5. Consider offering a Senior Citizen membership pricing for members 65 and older.
- 6. Consider offering a discounted membership fee for members with disabilities.
- 7. Consider allowing the \$10 per month in complimentary internet records to accumulate to \$120 per year.

The following items will also be discussed:

- 8. 2013 AQHA Advertising
- 9. 2013 Horsefair/Event Attendance
- 10. Re-launch of the Horseback Riding Program
- 11. Update on the Youth Initiative
- 12. Create plans for:
 - a. Breeder Referral program and marketing
 - b. Relationships with natural horsemen (not trainers)
- 13. Consideration of other business
- 14. Nominations for Committee Chair (Saturday)
- 15. Election of Committee Chair (first order of business Sunday)
- 16. Adjourn