

**Marketing & Membership Committee Agenda
New Orleans, Louisiana
2014**

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 Senior Citizen life membership pricing for those who fall into the Select division – age 50 and older

The following items will also be discussed:

6. 2013 AQHA Marketing Year-In-Review & Updates
7. *Journal/America's Horse* apps
8. 2014 Marketing Goals
9. Update on the Youth Initiative by Todd Branson
10. Update on American Horse Council "Time to Ride" marketing initiative by Patti Colbert
11. Consideration of other business
12. Nominations for Committee Chair (Saturday)
13. Election of Committee Chair (first order of business Sunday)
14. Adjourn