

Marketing and Public Information Committee Agenda
San Francisco, California
2008

Committee Guidelines

1. Make recommendations regarding the planning and implementation of projects which promote the American Quarter Horse and publicize internationally the benefits of ownership and membership in the American Quarter Horse Association.
2. Make recommendations on promotional and instructional collateral, which educate Members and nonmembers in the selection, care, training and enjoyment of the American Quarter Horse.
3. Review and explore projects which will strengthen existing equine markets for the American Quarter Horse.
4. Examine AQHA programs, activities and other standing committee recommendations in order to develop marketing material, strengthen AQHA's position in the marketplace and maintain a consistent message for all areas of the Association and Foundation.
5. Monitor progress of any marketing consultants and assist as needed.
6. Serve on one of three marketing subcommittees and participate in subcommittee meetings as scheduled (either by conference call or in person).
7. Attend any subcommittee meetings.
8. Maintain contact with other AQHA standing committee members to ensure proper development of programs and tactics to meet committee goals.

Agenda

1. Welcome by chair
2. Review committee guidelines
3. Meeting protocol
4. Member review of and comments on agenda items
5. Update of 2007 agenda items.
6. AQHA Television Update
7. Hispanic marketing consultant update
8. Review and discuss "Zibbit." Zibbit™ is an online competition and training website. Consumers can post videos and digital photographs of their performance or their skill to compete with others. Submitted by Rob Huver.
9. Review CrossHaven research presented during Saturday's joint meeting and develop working groups and action plans for implementation.
10. Discussion of Marketing Committee Future and Purpose – staff recommendation
11. Consideration of other business
12. Voting for chair and vice chair
13. Adjourn