

Marketing & Public Information Committee Guidelines

1. Make recommendations regarding the planning and implementation of projects which promote ownership of the American Quarter Horse 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.

Marketing Committee Agenda
San Antonio, Texas
2009

1. Welcome by Chair
2. Review committee guidelines
3. Meeting protocol
4. Members review of and comments on agenda items
5. Update of 2008 Agenda Items
6. QuarterFest Update
7. AQHA Television Update
8. 2010 WEG Update
9. Hispanic Marketing Update
10. Member Submitted Rule Change: That a qualifying berth to the World Show be given to Regional Experience champions which compete in any class having five or more entries (Shows – Primary).
11. Consideration of other business
12. Voting for Chair and Vice Chair
13. Adjourn