

Marketing & Membership Committee
2019 AQHA Convention
Fort Worth, Texas

Mr. President, the Marketing & Membership Committee makes the following recommendations:

1. That AQHA staff support the development of a tiered membership concept.
2. Request the Executive Committee to form a task force to examine a discounted fee or rewards program for AQHA members doing a certain volume of business.
3. The committee elected Mark Ristow as the Marketing & Membership Committee chair.

The committee spent the majority of their time in a workshop setting discussing member value proposition and levels of membership. The committee provided input on a prototype for a member dashboard. The committee recommends the following items will be worked through existing subcommittees:

- a variety of potential membership tiers and associated benefits.
- target audiences for membership acquisition.
- the evaluation of membership length and cost options.
- additional benefits, like the dashboard, for added value.
- a breakdown of available programs and member benefits by specific member persona.

On behalf of the Marketing & Membership Committee, I move that the Membership support the formal recommendations and forward them to the Board of Directors for approval.

Gale Little, Chairperson