

**Marketing & Membership Services Committee Agenda  
2017 Convention  
San Antonio, Texas**

1. Welcome by Chair
2. Committee guidelines
3. Meeting protocol
4. Member review of and comments on agenda items
5. Nominations for Committee Chair (Saturday)

**Agenda items for discussion only:**

7. 2016 AQHA Marketing Year-In-Review & Updates
8. 2016 Membership Review
9. 2017 Marketing & Advertising Plans
10. 2017 Membership Plans
11. Young Adults Taskforce Update by Cece Campbell
12. AQHA web properties and social media update by Jody Reynolds
13. Additional AQHA project updates
14. Recreational Riding Discussion with the Recreational Riding Committee

**Closing Business**

15. Election of Committee Chair
16. Adjourn