

**Marketing & Membership Committee Agenda
Fort Worth, Texas
2015**

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)

The following member recommendations will be discussed:

6. Consider offering reduced life membership pricing for those who are on disability
7. Consider amending rule GEN117.3 to allow for two changes to the Life Membership name, allowing for divorce and remarriage

The following items will also be discussed:

8. 2014 AQHA Marketing Year-In-Review & Updates
9. MY AQHA Idea - Ideascale member portal
10. 2015 Marketing Goals
11. Survey overview – Member satisfaction, Member demographics/behavior, Expired member
12. Customer Service Campaign/Internal Marketing
13. 2016 Advertising Campaign
14. Update on the Youth Initiative
15. Update on American Horse Council “Time to Ride” marketing initiative by Patti Colbert
16. Consideration of other business
17. Election of Committee Chair (first order of business Sunday)
18. Adjourn