

Promotion & Development Committee

2010 NCHA Convention

Saturday, June 19 – 8:00 – 9:30 a.m.

DFW Lakes Hilton – Grapevine, Texas

1. Call to Order and Roll Call
2. Message from Boehringer Ingelheim Vetmedica
3. *NCHA Marketing & Promotions- A Year in Review* presentation
4. Discuss ways to utilize the Exhibit Hall to increase cutting activities, spectator participation and NCHA growth – Presentation by Paula Abney and Gala Nettles
 - a. Review the Exhibit Hall as a financial asset and its financial detriment to NCHA should it decrease
 - b. Discuss ways to enhance the Exhibit Hall as the social hub of NCHA events
 - c. Develop methods to make it a premier shopping opportunity
5. Discuss better promoting the NCHA at the introductory and weekend levels
 - a. Amateur & Non-Pro trainer recognition / revamping the “trainer’s page” on the NCHA web site
 - b. Clinic options (Judges, mechanical cow, etc.)
6. Discuss way to increase media awareness for affiliate shows
 - a. Educate how to better utilize the media
 - i. Submitting news releases to local media outlets
 - ii. Create a generic “fill-in-the-blank” press release
 - b. Creating a media guide for affiliate secretaries
 - c. Affiliate communication... ways to better promote what they’re doing and have more input from those secretaries
 - i. Make members more aware of the fact that they can attend the convention to be heard
7. Discuss how to improve International Booth/Lounge during 2010 Futurity
8. Discuss how to better incorporate NCHA member benefits and discounts into sponsorship packages
9. Elect chairman and vice-chairman