

**Promotion & Development Committee**  
**2011 NCHA Convention Agenda**  
**Saturday, June 18, 2011 8:00 am - 9:30 am**  
**OKC Marriott – Oklahoma City, Oklahoma**

1. Call to Order and Roll Call
2. Discussion of regional representation on the Promotion & Development Committee – Need Region 5
3. *NCHA Marketing & Promotions- A Year in Review* presentation
4. Discuss ideas for new member recognition and involvement
  - a. Getting Directors involved & identifying them during events
5. Discuss the impact of \$1,000 Amateur pilot program
6. Discuss potential International activities during the 2011 Futurity
  - a. Welcome Bags
  - b. Scheduled activities (promote asap)
    - i. Scheduled local Ranch/NCHA Office tour
    - ii. Meet & Greet
  - c. Lounge area
7. Discuss ideas for better promotion and utilization of the trade show during NCHA Events
  - a. Evaluate Super Stakes survey responses
  - b. Increasing local traffic
  - c. Promotions to better engage show exhibitors
8. Elect chairman and vice-chairman