

**Marketing & Membership Committee
2018 AQHA Convention
Jacksonville, Florida**

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

1. That AQHA staff explore an introductory membership program.
2. To re-elect Gale Little as the Marketing & Membership Committee chair.

With no motions made, the committee discussed a variety of other marketing and membership initiatives including the following.

- The member programs subcommittee will explore how to engage non-showing members and determine value proposition and report back to the committee.
- The retention and acquisition subcommittee will research how to better engage AQHA affiliates to help acquire and retain members and report back to the committee.
- The young adults subcommittee will research existing collegiate membership models within the equine industry, as well as a recognition program for young adults engaged with AQHA and report back to the committee.
- The youth subcommittee will explore a youth mentor program through affiliates and a lesson program that was brought before the subcommittee and report back to the committee in conjunction with the youth activities committee.

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