

**Marketing & Membership Services Committee Agenda  
2016 Convention  
Las Vegas, Nevada**

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 eligible for Membership & Board of Directors consideration:**

6. Consider granting complimentary enrollment into the Horseback Riding Program retroactively to life members who joined before it was added as a benefit in 2012 (member)

**Agenda items for discussion only:**

7. 2015 AQHA Marketing Year-In-Review & Updates
8. 2015 Membership Review
9. 2016 Marketing & Advertising Plans
10. Membership Survey results
11. 2016 Membership Plans
12. Publications Update
13. Update on the American Horse Council Time to Ride marketing initiative by Patti Colbert

**Closing Business**

14. Election of Committee Chair
15. Adjourn