

ApHC Marketing Committee Meeting – August 23rd, 2016

Attendance

Board Members: Mary Ann Page, David Johnson, Lesli Glen, Jim Jirkovsky, Valerie Showalter, Lori Richards, Terie Clark, Dena Raggio

Staff: Steve Taylor, Lauren McCleary, Ashleigh Brown

Ashleigh gave a Marketing Department update covering:

- Current Sponsors for World Show: asked for ideas from committee for Sponsor perks.
- Trade Show vendor sign-ups: up from last year so far with some new vendors planning to attend.
- Special Events at the World Show presented by dac; Toys for Tots/Think Pink, Scooter Raffle/Giveaway; Progressive Social/Shopper's Showdown (positive feedback about this event last year).

Discussion was turned over to the Committee. A suggestion was made to put pre-written blurbs with a space to add individual names that Chief Joe riders can submit to local newspapers.

Next, Dena reported that a promotional video will be made for this year's World Show.

Old Business covered:

Lesli and Lori will work on an Appaloosa Ambassador Program.

New Business covered:

Territory Show Program: Mary Ann opened a discussion on creating more Territorial type shows that are prestigious events that people would attend that can't make a big trip to Nationals. Further research and thought are needed to support this idea.

Meeting was adjourned.