

**Marketing & Membership Services Committee Agenda
2019 Convention
Fort Worth, Texas**

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 and Board of Directors consideration:

6. Request to form a task force to examine offering a discounted fee or rewards program to AQHA members who do a certain volume of business with AQHA

Agenda items for discussion only:

7. 2018 AQHA Membership Year-In-Review
8. 2018 AQHA Marketing Review & Updates
9. AQHA project updates including AQHA dashboard and efforts to improve the customer experience
10. Subcommittee discussion
 - a. Member Programs
 - b. Membership Retention & Acquisition
 - c. Young Adults
 - d. Youth
11. Task force updates
 - a. AQHYA Alumni and Young Adult Joint Task Force (Amateur, Marketing & Membership, Youth)
12. AQHA Marketing and Membership Discussion & Planning

Closing Business

13. Election of Committee Chair
14. Adjourn

** Denotes Computer Programming Requirement