

**Marketing & Membership Committee
2022 Convention
Las Vegas, Nevada**

Mr. President, the marketing & membership committee makes the following recommendation:

1. Elect Anne Brzezicki as the marketing & membership committee chair.

The committee discussed a variety of other items:

2. With respect to membership growth at the grassroots level, the committee recommends the formation of an affiliate task force to drive member benefits, support from corporate partnerships and sponsorships, and additional opportunities.
3. With respect to the myAQHA member dashboard, the committee recommends the ability to join and renew affiliate and alliance memberships at the time of AQHA membership renewal or creation of a new membership.
4. With respect to tiered membership, the committee recommends that prior to implementation, a test or focus group be used to measure acceptance and understanding of the tiers.
5. With respect to youth membership, the committee recommends a promotional offer to youth who join AQHA through alliance partners.

On behalf of the marketing & membership committee, I move that the board of directors approve the recommendation as read.

Marc Ristow, chair