

**Marketing & Membership Committee**  
**2019 AQHA Convention**  
**Fort Worth, Texas**

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

1. That AQHA staff support the development of a tiered membership concept.  
**Executive Committee Action: Approve**
2. Request the Executive Committee to form a task force to examine a discounted fee or rewards program for AQHA members doing a certain volume of business.  
**Executive Committee Action: Approve**
3. The committee elected Marc Ristow as the Marketing & Membership Committee chair.  
**Executive Committee Action: Approve**

The committee spent the majority of their time in a workshop setting discussing member value proposition and levels of membership. The committee provided input on a prototype for a member dashboard. The committee recommends the following items will be worked through existing subcommittees:

- a variety of potential membership tiers and associated benefits.
- target audiences for membership acquisition.
- the evaluation of membership length and cost options.
- additional benefits, like the dashboard, for added value.
- a breakdown of available programs and member benefits by specific member persona.