

## Marketing & Public Relations Committee

Friday, November 11, 2011

The IGRA Marketing & Public Relations Committee meeting began with an assessment of the current programs & worked to identify opportunities to improve. The attending members are willing to become more involved, taking on smaller projects to re-energize our marketing efforts and insure the growth & strength of IGRA. We encourage all interested members with talents in the Advertising, Marketing, or Media fields to consider helping keep IGRA in the public eye.

Targeted Plans & Goals:

A. Develop a more consistent direction & message for ALL of our advertising & media efforts. A strong suggestion is to return to our Mission Statement as a guideline for all efforts:

### ***Our Mission***

*Supporting Rodeo Associations that Support their Communities*

*IGRA achieves this mission by:*

- 1. Providing associations with the tools to produce quality events.*
- 2. Promoting, in a positive way, the GBLTQ country western lifestyle.*
- 3. Supporting amateur sportsmanship through participation, competition and recognition*

B. Prepare and/or update readily accessible tools for marketing, i.e.: an IGRA Press Packet, a WGRF Press Packet, a series of Press Releases, all available online and available for distribution.

C. Build stronger interaction & relationships with other Athletic, Dance, Social, & Non Profit Groups.

D. Critically evaluate our efforts at events and advertising expenses. Assure they are quantified and justify the cost. Are we returning from the event or advertising effort with tangible contact information or attendance?

E. Utilize our resources, especially IGRA.com and social media, to promote more & varied events from local associations. Develop easier pathways to drive interest of IGRA to involvement in local activities.

F. Develop longer range planning for events & marketing efforts. IGRA could consider devoting a portion of the PR budget to hiring a professional consultant.

THANK YOU to those attending the meeting for the robust exchange of ideas, suggestions & the willingness to participate in the solutions. Together we can all help draw attention & talents to our wonderful IGRA Family.

Respectfully submitted,  
Ken Pool  
Acting Committee Chair

Attendees: Greg Gillum, AGRA; Michael Fierro, SMRA; John Hill, CGRA; John Stangle, KGRA; Ed Morgan, GSGRA; Frank Mazzo, TGRA; Matt Livadary, GSGRA; Sandy Bidwell, DSRA; Scott Korff, MIGRA; Jack Truman, MGRA; Rich Valdez, CGRA.