

Report of the Women's Outreach Committee to the 27th Annual IGRA Convention

Friday, November 11, 2011

The Women's Outreach Committee met on Friday, November 11, 2011 from 8:30 am until 10:00 am. A total of 10 persons, including myself, attended the meeting, 7 of which were voting members. I was appointed as temporary committee chair by President Doug Graff in the absence of Juanita Molina. A list of attendees is attached to this report. I want to thank the members of the committee for their dedication and hard work as we addressed the challenges facing us in regard to women's outreach.

The committee did not have any proposals to consider. After much discussion, we formulated and assigned action items to individual committee members that included:

1. Specifically marketing to women through social media, including Facebook.
2. Creating a template for a press release regarding women's involvement in Gay Rodeo, to be used by member associations in their local papers and magazines.
3. Having Q Vegas and Outfront Colorado create and print a story on the gay cowgirl.
4. Creating a tri-fold flyer regarding opportunities for women to become involved in Gay Rodeo, to include being a contestant, volunteer and spectator, to be accessible to member associations for printing and distribution.
5. Aggressively outreach to women's groups, including sports teams and lesbian parents' groups, to educate women about gay rodeo and involvement opportunities.

We are very excited and look forward to impacting the growth of our organizations through our efforts in the coming months with our women's outreach.

Respectfully submitted,
Kimberley Kay
Stand-In Chairwoman

Women's Outreach Committee Attendance Record

Kimberley Kay (CGRA) *
Laura Scott (NGRA) *
Judy Munson (ARGRA) *
Chirl Nachbar (MGRA) *
Carlos Garcia (AGRA) *
Robin Cagle (TGRA) *
Bobby Fender (FGRA) *
Douglas Graff (IGRA)
Gaither Pennington (FGRA)
Chuck Browning (FGRA)

* Denotes voting member