

**Marketing & Membership Services Committee Agenda  
2018 Convention  
Jacksonville, FL**

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 for discussion only:**

7. Subcommittee meetings
8. 2017 AQHA Marketing Year-In-Review & Updates
9. 2017 Membership Review
10. 2018 Membership Plans
11. Subcommittee presentations and discussion
12. Additional AQHA project updates including outreach to engage new demographics

**Closing Business**

13. Election of Committee Chair
14. Adjourn