



GROWTH & DEVELOPMENT COMMITTEE
2025 NCHA Convention Agenda
June 21, 2025 ** 1:30 pm – 3:30 pm
Room – Bonham B
San Antonio, Texas ** Grand Hyatt River Walk

1. Call to Order
 1. Welcome
 2. Roll Call
 3. Introductions – New and Returning Members
 4. Committee Mission Statement
2. Old Business
 1. Approval of Minutes: Growth & Development Committee Meeting of March 20, 2025
 2. Review of Existing Committee Initiatives
 - a. *NCHA Insider/Monday Minute* Outreach to Members
 - b. Enhancing Director Involvement
 - c. New Member Welcome Program
3. Membership Status Reports
 1. Trends in Membership
 2. Show and Other Program Statistics
 3. NCHA Membership Activities and Spending
4. Strategic Planning for Membership Retention and Growth
 1. Realistic Short-Term and Long-Term Goals
 - a. Overall NCHA Membership
 - b. By "Target" Segment" (Amateurs/Non-Pros/Trainers; Owners, Breeders, Youth, etc.)
 2. **Strengths:** What does – or could – NCHA offer that attracts members?
 3. **Weaknesses:** What does NCHA do that deters membership (incl. relative to other horse sport and non-horse sport competitors)?
 4. **Opportunities:** Among its targets for membership, what opportunities exist for NCHA growth?
 5. **Threats:** What outside factors threaten NCHA and its growth?

5. **Question:** Should the Growth & Development Committee Undertake a Strategic Planning Effort?
 1. A Subcommittee? The Whole Committee?
 2. Who should participate? G&D Committee Members? Members of other Committees?
 3. Task Assignments?
 4. Expected Outcomes?
 5. Timeline?
6. Election of Chairman & Vice Chairman
7. Adjournment