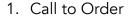
GROWTH & DEVELOPMENT COMMITTEE

2025 NCHA Convention Agenda

June 21, 2025 ** 1:30 pm – 3:30 pm

Room - Bonham B

San Antonio, Texas ** Grand Hyatt River Walk



- 1. 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