

ANNUAL MEETING PROGRAM 2012

May 7-9, 2012

Amarillo, Texas

Courtyard Amarillo Downtown

806-553-4500

MONDAY, MAY 7

3:00pm Board of Directors Meeting

6:00pm Get Acquainted Social

TUESDAY, MAY 8

8:00am Maintaining Integrity in Our Programs –Chad Pierce, AQHA
General Counsel.

9:30am The Good, Bad and Ugly of Export Marketing –Tony Clayton-
Exporter.

10:30am Break

11:00am A SWOT Analysis of Social Media – Panel

-Jim Bret Campbell, AQHA Senior Director, Marketing and
Publications.

-Jody Reynolds, AQHA Director of online/interactive
Communications.

-Dayla Randall, AQHA Assistant Internet Production
Manager.

NOON Lunch

1:00pm Tour AQHA Office with Breakout Discussions on Shows, Social Media, Registrations, Publications etc.

6:00pm Chuck Wagon Cookout/Recognition Dinner

WEDNESDAY MAY 9

8:00am Panel of Volunteer Board Members

-Dr. John Pipkin, Canyon, TX. AQHA Director

-Van Jacobsen, Arabian Association Board Member

-Lee Hagood, American Hereford Association Director

-Mike Moyers, President Brown Swiss Association

9:30am Working Relationships Between Fair Managers/Breed Associations.

- Arlen Ellen, Houston Livestock Show

- Bucky Lamb, Austin Show

10:30am Break

10:45am Collaborative Program Opportunities

Darrell Anderson and Craig Huffhines

11:45am Annual Meeting

NOON Lunch

1:00pm Tours