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What have we done over the last two years?

IGRA President's Report

- 1) Clarified our Mission and Goals
- 2) Survived the year of Brokeback
- 3) Lot's of Great Rodeo Action
- 4) Tried some New Things
- 5) Successes and Failures aka learning opportunities
- 6) Welcomed new Associations and mourned the loss of others

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- 7) We became more International, eh?
- 8) We have been on TValot
- 9) IGRA is looking at a “reality show”
- 10) Not just surviving, thriving

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Where do I see IGRA
going now?

A suggested Agenda: focus on the the “G” in
IGRA for the next two years: Ground, Grow and
Go Great

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The Big Issues facing
IGRA:

IGRA Finals, IGRA Territory, IGRA: the Show

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A Focus on Finals

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“Ground” IGRA Finals: we can chose a strategic home for IGRA Finals and try it out for 3- 5 years without a negative outcome

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We cannot expect the public to search the country and follow us around year over year and expect success

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Losing money on IGRA
Finals year over year is
helping NO association
and NO Community

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The grounding of IGRA
Finals must be a strategic
one, free of emotion, ego,
agenda and self interest.....

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We must collectively
answer the question what
is best business choice for
IGRA and the communities
we serve?

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“Grow” Finals: we can grow IGRA Finals into a world class athletic and entertainment event

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We must ask ourselves,
FROM THE
UNEDUCATED VIEWERS
PERSPECTIVE...what is
DIFFERENT about IGRA
Finals?

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To our customers, does
IGRA Finals Look and Feel
like any other IGRA
rodeo....and is that what
we want?

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“Go Great” with Finals:
how we can achieve a
balance between the “best
of the best” AND
inclusiveness

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How else can we GO "Great"?

While the party and Rodeo are fun or us...is it really fun for attendees?

Who can we partner with to bring in different elements of entertainment each year?

Can we create an annual Gay Merchandising Pre-holiday event

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don't have all the answers, and I can't see around
every turn.....but.....

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These are the issues and challenges that I believe
are priority for IGRA Finals and we CAN step up and
cautiously move forward