

10/31/2008

IGRA MERCHANDISE COMMITTEE REPORT
IGRA CONVENTION
NEW ORLEANS, LA

IN Attendance: Patrick Terry – Chair of the Committee, Stephen Bloodworth SMRA, Ed La Brash GWGRA, Gene Friakes TGRA, David Burks KGRA, Glen Dickard GSGRA, Jon Hoehn ASGRA, Bill Watkins NGRA, Richard Merritt AGRA, Mary Arbuckle OGRA, Mark Arnold NMGRA, and Kimberley Kay CGRA.

Discussion began with the question of what items would we like to see as possible merchandise items for sale with the IGRA logo on it? Some of the suggestions were Pins, Large Sport Bags, Belt Buckle, Coffee Mugs, transparent T-Shirts, that when sunlight is shown on it, a logo appears, and Coffee Mugs, that when liquid is added, a logo appears on it. Patrick then announced that the IGRA Board of Directors approved at their meeting on Thursday, two vendors for 2009, one Embroidery vendor Bad Burro Embroidery, and one Silk Screen vendor Osa Graphics. They will be given logo-printing rights and a contract for one year, to produce IGRA merchandise determined by the committee, with the IGRA logo on them. In addition, they will produce items for sale with the IGRA Finals log on them. It is the hopes to have an online store on the IGRA website, beginning January 1, 2009 or shortly after that date, for these items to be purchased. In addition there was discussion in the meeting on how to get the merchandise to be available for sale at the rodeos and other events. The feeling is that IGRA would produce the merchandise, Associations would have an opportunity to purchase at a cost slightly above wholesale price, then Associations would be given a suggested retail price not to exceed the price that IGRA would be selling it online and then the Associations would sell the merchandise at their rodeos and events for a profit for them also. These sales both by the Associations and the online store on IGRA's website, would create additional income for both the Associations and IGRA.

Then there was a question brought up about whether any of IGRA's logos were copyrighted. Patrick responded that he did not believe any of them were, but would look into that and suggest IGRA get them copyrighted if they are not already done.

A final note, we were able to get Finals merchandise together and sold it at the Finals rodeo on October 10-12, 2008, in Denver. We had a great team of folks that pitched in and help sell the merchandise. I would like to formally thank Mary Munger, Mitch Gill, C.D. Slusser, and Sal "Sally Mae" Miss CGRA 2009 Contestant, for helping in selling the merchandise. Mary said it was a little overwhelming, but a very nice response to the quality and liking of the merchandise. The team even got very creative and sold some of the merchandise as a package deal, selling the small Sport Bag, a Ball Cap, and a T-Shirt for \$50. It looks like our net from the sales at finals was approximately \$600! We will have a table outside the Convention Floor of the IGRA Finals merchandise we have left and encourage everyone to stop by and check out the merchandise!

Respectfully Submitted,
Patrick Terry
IGRA Merchandise Chair