



Short and Long-Term Goals

- Short-term
 - Increase social media presence
 - Keep up-to-date shows/standings
 - Update member list each month
 - Secretary needs to send new members to cownmarketing@gmail.com so website contacts can be updated
 - Work with treasurer for those that renew through Paypal to update their information
 - Determine target audience and method to connect to them
 - Show calendar published before show year begins
- Long-term
 - Annual sponsors to cover general show expenses
 - Awards
 - Venues
 - Cattle – reduces total cost for members
 - Hired positions to take on planning of shows (already in the process)
 - Show manager (for all shows)
 - Show secretary (for all shows)
 - Website manager
 - Show help
 - Repeat shows each year at dedicated venues
 - Keeps calendar consistent
 - Members/participants know what to expect and when