

PFHA Membership Committee Members

Judi Bradbury,
Chair

Carolyn
Barren

Cindy Griffeth

Miriam
Mendez

Nancy Mills

Miriam
Wright

Verification on Member Contact Info

Some accurate

Disconnected phone
numbers

Transposed numbers, letters
or rejected emails

Deceased Members

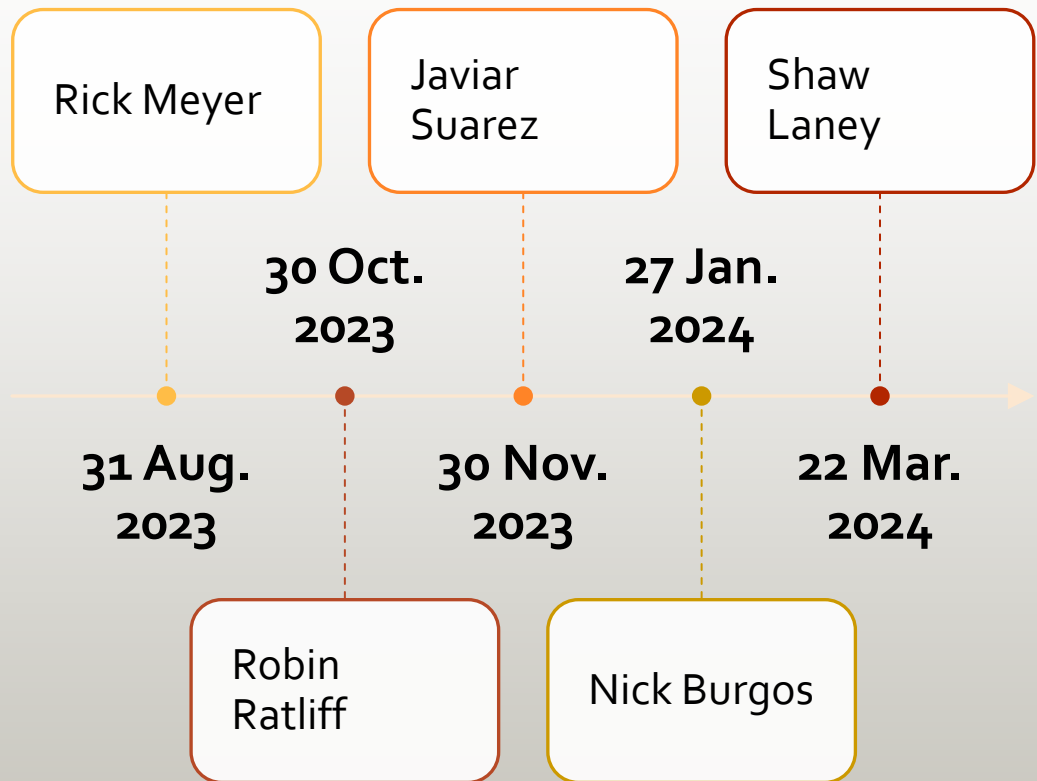
White Board Selection Process

Short Term (60-90 days)

Long Term (90+ days)

- Ask The Trainer
- Regional Needs
- Postcard Reminders

Ask The Trainer





Regional Needs

- Aging Membership
- No Perceived Value
- No Youth
- Trail Riders
- Shows need to be Fun, Fair, Convenient and Less Expensive

Postcard Reminder



Holiday Greeting



E-News was free



Events Committee Meeting

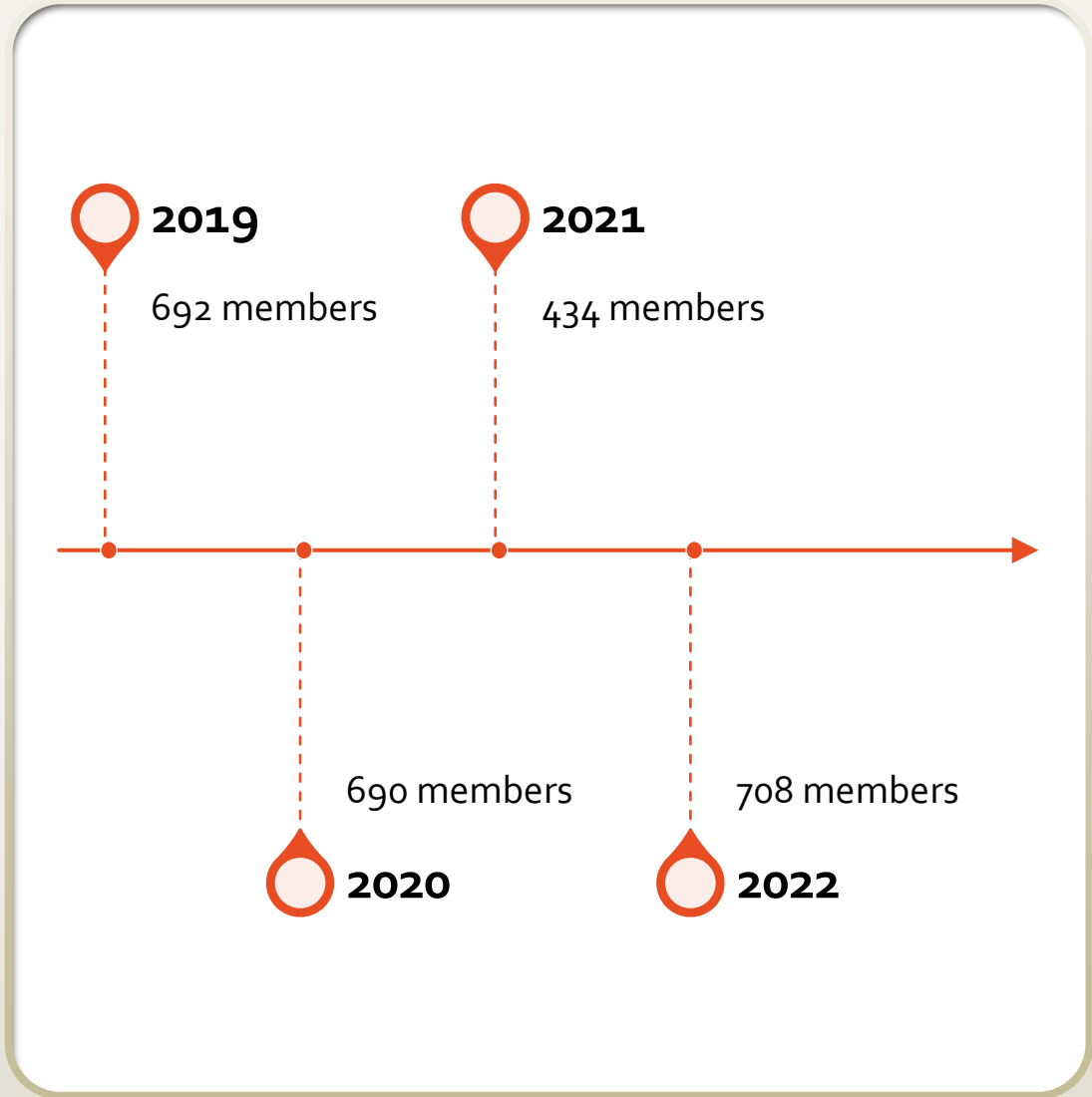
- Fall 1997 Meeting - 5,373 Voting Members
- December 2024 Meeting - 2,227 Voting Members.
- Dissolved Regions: Central Canada, California, Gulf, Northwest, Rocky Mountain



Membership Decline

- 2003 - 2007 - over 10,000 members
- 2008 - 8,000 members
- 2009 - 7,000 members
- 2010 - 6,000 members
- 2011 - 5,000 members
- 2012 - 2013 - 4,000 members
- 2014 - 2019 - 3,000 members
- 2020-2023 - 2,000 members

Non-Renewed Members





Working Together For Change

- Identify Membership Concerns
- Membership Value
- Reaching Non-Members and Past-Members
- Identify Programs that Work and Don't Work
- What Programs are Needed