

Merchandising Committee

November 12, 2010

The online store is in the makings, but delayed a bit due to other priorities. We will be able to everything online soon, from making selections, ordering and processing. For now orders placed online are processed and shipped by Patrick Terry.

We've been limited in the merchandise we've been able to produce and have available for purchase. Up until this point merchandise had not been profitable for several reasons:

- damage/loss
- dust, dirt @ rodeos
- breakage in shipping or handling @ rodeos, events
- limited stock available

Patrick is trying to deplete current supplies prior to ordering new merchandise.

White & fragile items are among least popular @ rodeos. Pins are #1 request and we are trying to find a new, suitable vendor for pins. Mark up on fragile items does not make them worthwhile, such as tiles and trivets.

We are going forward with further merchandise development as the board has been pleased thus far with recent results. Examples of sales this year:

- RMRR \$220 for a net sales of \$102
- University in LV \$515 net \$230.50
- Finals sales \$1392 for a net of \$446 (loss was due to dated finals shirts)

Royalty team has been instrumental in sales. Difficulties including carrying (limited checked luggage or baggage fees) or shipping supplies to rodeos. Inability to supervise sales at events/rodeos encourages loss, pilferage etc. Carrying & shipping make it difficult to carry sufficient quantities & sizes of items. Dated materials and items with "GAY" do not sell well. Higher cost for packaging, shipping and handling as well as insurance on fragile items make for lower profit margin.

We are looking at eventually having separate event merchandising for IGRA, WGRF, and University.

Patrick cautions to not over order. The money saved on larger quantities may not offset the loss of net sales. It may be better to start with smaller quantities to see what sells well and proceed from there.

Vendors may bid on 2-year contracts for silk screening and embroidery.

Group discussion included association chapter specific items vs. state/association items.

Current items include Red, White & Black ball caps, long sleeve shirts, t-shirts, tote/gym bags, tiles & trivets. We are looking at vendors for pins and mugs.

Respectfully submitted,
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