

## Women's Outreach Committee Meeting

The Women's Outreach Committee met on Friday, November 12, 2010 from 9:30 am to 10:30 am. A total of 14 persons attended the meeting representing 12 associations.

The following topics were discussed.

1. The new Women's Outreach brochure was presented to the committee.
2. The group identified ways to reach out to the women's community and identified common interests (what women like to do).
  - a. Golf Tournament
  - b. Barrel Race
  - c. University/College GLBT Groups
3. Contact Lesbian/Bisexual Women's Organizations
  - a. Ball Teams
  - b. Women's Hockey
4. Marketing. It was suggested that IGRA gather statistics on member associations and assist them in marketing to women.
5. Explore why the number of women at IGRA Finals Rodeo dropped in 2010.
6. Women's Outreach is meant to create a space for women and does not discount men's participation. No male bashing!
7. Animal rights is an important issue for most women's groups and has proven an obstacle for recruitment. It was decided that "Livestock, Health, & Safety" will be included in outreach materials for women.
8. Work with charities that are relevant to women such as women's health, animal groups (spay/neuter), animal rescue, etc.
9. Create a section which encourages women to contact their local member association.
10. Have IGRA request that each Member Association compile demographics on their membership, including gender.
11. Ask each association to submit the name of a "contact person" for women's outreach.
12. Ask that each association report their financial contributions to women's groups/charities such as breast cancer (ex. Mautner Project, Susan G Komen).
13. In an effort to be inclusive of all women we ask that all Member Associations recruit:
  - a. Women who might compete,
  - b. Women who might volunteer, and
  - c. Straight women.
14. Utilize your royalty women to help promote your association at the bars.
15. Post videos, photos, and images of women in rodeo on the IGRA Web site.

Respectfully submitted,  
Sharon Starks  
Committee Chairperson