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TO: RAS Members
FROM: Debbie Cameron, RAS CEO
DATE: 8 January 2015
SUBJECT: Pilot Communication Forum

Welcome to 2015 and here is to a great rest of the 2014/2015 showing season.

At conference last year, President John Grigg pledged to improve communications through all channels and this included competitors and exhibitors. Members were asked to supply RAS Head Office with any email databases to get this underway.

In the interim, RAS Head Office have set up a "news forum" on the home page of the RAS website as a base for all people to refer to – this worked extremely well in regards to the saga of the ESNZ levies.

Work has also been undertaken to develop a newsletter via Mail Chimp. Presently the email addresses we do have are being loaded in to this format and we hope to have the first release later in January.

A series of communication forums with competitors and exhibitors are also planned with a pilot forum to be held at the Horse of the Year Show. While this particular forum will be equestrian orientated and will relate to constructive feedback on the showing season just finishing; other forums for all exhibitors and competitors will be planned for the following season.

More information will be forthcoming and details of the RAS (HOY) Forum will be posted on the RAS home web page – www.ras.org.nz; however at this time it is the intention to hold this late afternoon/early evening Tuesday 17 March.

If you have any enquiries, please contact RAS Head Office – 03 313-1004 or debbie@ras.org.nz