

# ACTION PLAN

## Foreign Marketing

### WHAT?

### WHO?

### WHEN?

Put article in SLS newsletter reminding Simbrah breeders to send all foreign breeders names and addresses to Paulette	Martha Garrett	July 20, 2009. <b>Done 7/09 and 8/09</b>
Ask Growth and Development Committee to translate American Simbrah editorial into Spanish and possible other languages	Beth Mercer	June 30, 2009 <b>WILL CHECK</b>
Call Houston Stock Show and find out how you get International Room badges, share procedure with fellow breeders	Bill O'Brien	June 30, 2009 <b>DONE</b>  Tim Smith to request by July 15, 2009. <b>Followup Tim</b>
Make contact list from International visits	Paulette Cochenour	
Develop list of potential foreign judges (2-3)	Fred Schuetze and Carlos Guerra	July 15, 2009. <b>Revisit</b>
Make sure ABC/ASA link to each websites	Beth Mercer	July 15, 2009- <b>Done</b>
Call ASA and ask what it takes to produce Spanish brochure/obtain list of Int. shows	Melissa Van Meter	June 30, 2009 <b>????</b>
Host National Simbrah Show in San Antonio with possible change of show dates and invite International guests--Talk to San Antonio about dates	Victor Guerra and Trey Baring	June 30, 2009. <b>Joe B volunteered to do again. Done</b>
Ask Growth and Development Committee if Simbrah Advisory Committee can have input on ASA Simbrah portion website (new pixs, copy, and data)	Joe Rodriquez	June 30, 2009. <b>Done 7/09</b>
Research Go Texan and other opportunities for foreign marketing	Wayne Reavis	August 1, 2009. <b>Revisit</b>
Ask ASA to publicize foreign opportunities in American Simbrah/enewsletter, stress timeline, so breeders can have as much time as possible to coordinate travel.	Fred Schuetze Nikole Hill	August 1, 2009. <b>Done in Paulette's Newsletters</b>
Request Paulette post all foreign trips on website, upon completion of trip, post all foreign breeder contact information	Beth Mercer	June 30, 2009 <b>Done</b>
Contact ASA and ask for one box of Am Simbrah to be sent to each foreign asso using USLGE funds	Tim Smith	June 30, 2009 <b>DONE</b>
Include export data in AM Simbrah editorial annually. Ask Dan Reider. <b>SIMTALK/SB WORLD</b>	<b>Martha</b>	June 30, 2010
Continue to update foreign list of breeders to receive AM Simbrah magazine	Fred Schuetze	July 15, 2009 and again December 31, 2009
Request to purchase additional copies of Am Simbrah before printing and notify breeders of costs	Fred Schuetze	July 30, 2009 <b>VOID</b>