

# WESTERN RESERVE ROWING ASSOCIATION

## MERCHANDISING COMMITTEE

### 2017 Committee Cover Sheet

Board approved 2/13/2017

	Name	Email
Director in Charge	Victoria Anders	<a href="mailto:merchandise@westernreserverowing.com">merchandise@westernreserverowing.com</a>
Member	Caroline Nardi	
Member	Lisa Leemans	
Member	Sharon White	
Member	Bill Rickman	
Member	Kathy Baeslack	
Vendor	Beth Sudyk	

**Mission of WRRRA:** WRRRA provides and promotes adult competitive and recreational rowing for the Northeast Ohio community through quality programming.

#### **Primary Purpose of Committee:**

Increase visibility through apparel and accessories by researching, designing and procuring merchandise to raise awareness, promote and/or commemorate WRRRA and WRRRA events.

#### **Scope – Responsible for:**

1. All promotional merchandise
2. Online merchandise and competitive team stores.
3. Signage and banners
4. Sale, promotion and distribution of merchandise and submittal of revenues to Board Treasurer
5. Inventory control and reporting to finance no less than twice a year.

#### **Goals for 2017:**

1. Create merchandise that will help shape unified identity and club pride
2. Cover expenses for merchandise sales – potential to generate revenue
3. Avoid overstock
4. Expand merchandise selection

#### **Authority – Specifically Authorized to:**

1. Select and retire products
2. Set pricing
3. Design and implement branding appropriate to the adult rowing community
4. Control marketing and merchandising strategies
5. Spend funds as budgeted directly to the Merchandise Committee with necessary approval by the board where required