

## **Minutes of the NAPHA Regional Advisory Council Meeting @ LV February 22, 2013**

Attendees:

RAC Chairman Outgoing: Joline Hahn

RAC Chairman Incoming: Jim Alexander

NAPHA Board of Directors: Edie Gandy, Larry Redman, Danell Adams, Carolyn Mittrick, Chris Austin, Bonnie Gallegos

NAPHA RAC Members:

Region One - Robin James

Region Three - Joy Redman

Region Four - Jim Alexander

Region Five - Irene Taylor

Region Six - Michele Wilson

Region Eleven - Darla Austin

Region Thirteen - Jackie Green

Region Sixteen - Carolyn Mittrick

Region Eighteen - Edie Gandy

NAPHA Members:

Barbara Alexander, Jorge Benedzu, Jim & Jo Dykema, Joy Gould, Lionell Griffith, Lynn Kinsky, Liz Potof

Joline Hahn called the meeting to order at 8:48 AM with roll call and introductions of all Attendees (22 Napha Members).

### **Membership Committee Report**

Jackie Green gave the membership report, on behalf of Chairman Manny Brito. The Committee Chair has a mailing list of over 650 names of Part Blood Peruvian Horses and Mules. Manny has obtained approval from the NAPHA Board of Directors (Board) to do a mailing to these part blood owners. Manny has designed a tri-fold brochure that will be printed and mailed to part blood owners inviting them to join NAPHA. A draft copy was distributed to Attendees which Edie indicated would be printed on photo slick paper for distribution. The Board has advised that there can or should be a few classes limited to Performance category only, for Part Blood horses and mules at our shows. No purebreds will be allowed in these classes, but we might create trail or other classes open to all breed categories. Discussion was held noting that registration of part blood owners could be a significant new source of revenue for NAPHA.

## **Other Membership Related Items**

Surveys: A discussion was held on the topic of Surveys to/from members, and Joline read some of the questions from a copy of a 2009 survey of members provided by Charlotte Becerra, some of which were more pertinent than others. Although Joline noted that the best way to promulgate a survey would be by email, Edie said that there were over 100 members without an email address for which distribution could be handled by US mail.

Membership Directory: The Board has discussed publishing a membership directory every other year due to costs of publishing, with the next directory due in 2014. Edie said an eventual goal would be to publish one ever year, however costs of publishing and timing of renewal memberships by February 1<sup>st</sup> must be considered. Barbara Alexander suggested a half- page size directory which would be less expensive to print and mail, and easier to use and carry. Discussion was held regarding maintaining membership directory on the NAPHA website, and Danell Adams said that in the new NAPHA horse registration system being maintained by the Canadian Livestock Registry of Canada (CLRC), a membership listing of registered PPH owners is being maintained. \*Note: Since the meeting Lionell has accessed this membership list and put it on the NAPHA Website.

Advertising in association with NAPHA Website: Irene Taylor asked about advertising on the Website as a source of revenue for NAPHA and as a benefit for members. Chris Austin explained that if NAPHA is not generally accepting advertising, then it is still okay as a non-profit. When advertising is taken, as in the case of a newsletter, then the revenue becomes taxable. Jim noted that clubs should know their state laws as to profit and non-profit organizations, and how to operate interstate in consideration of the effects of fundraising. A question was posed as to donations being tax deductible. Discussion followed about the possibility of NAPHA establishing a new foundation or obtaining an IRS 501(c)3 certification. Jim Alexander and Chris Austin will explore obtaining said certification and what organizational change might be required to do so. Discussion was held regarding how to make membership application and renewal easier. Suggestions included being able to apply and renew “on-line” at the NAPHA website. We also discussed the possibility of “automatic credit card renewals” for members. Some liked the idea, although we don’t know how it works. Discussion was held regarding how to make membership application and renewal easier. Suggestions included being able to apply and renew “on-line” at the NAPHA website. We also discussed the possibility of “automatic credit card renewals” for members. Some liked the idea, although we don’t know how it works.

### **2013 National Show Committee Update: Danell Adams (Burbank, CA)**

Danell said that sponsorship packets are complete and the committee is working on events, awards, and Saturday night events. The Peruvian consulate in Los Angeles will be contacted and promotion ideas are being formulated. As an aside, Danell said that clubs need to get their class lists to Arlynda for approval 120 days prior to their show. Kelly Powers are working on a brochure regarding naming classes to provide standard names acceptable to NAPHA, which would make it easier to compute year end points. Edie announced that the Board had approved the purchase of new show point software, and that Arlynda was presently working on setting up the program. Edie noted that the new show program would calculate points automatically. Lionell said that the classes could be tied to an ID number for specific classes. He will coordinate with Kelly on this.

### **2014 National Show Committee Update: Carolyn Mittrick (Tunica, MS)**

Carolyn said the 2014 show committee would follow the same format as the 2013 show for getting sponsorships from the three US NAPHA regions. Show committee is currently working on some social events for exhibitors, such as a riverboat cruise

on the Mississippi River. Carolyn explained that the Tunica facility is a state of the art arena with everything under one roof.

### **RAC Recommend Judges for NAPHA Judges List**

Jim asked for an accurate list of current judges. Lionel commented that the website is current on show stewards but might be up to 6 months out of date on the judges. Arlynda is contacting those judges whose cards are not renewed yet. The RAC members have been tasked to poll their members for the name of an American judge and a judge from Peru by the next RAC meeting. Please get your suggestions into Jim or Joline prior to next RAC phone conference.

### **2015 National Show Locations**

The show is slated for the Central region of the United States. That may not be feasible due to cost or availability. Jackie said that the **Kansas Star** arena is being modeled on the **South Point** facility and should rent for the same as **South Point** or slightly less. They will not be taking bookings until this summer. Edie said that there is a possibility of sharing costs at the **Kentucky Horse Park** with the Paso Finos. Combining with another breed may be the future of our shows.

### **Discussions:**

With only 20% of our horses being show horses, Jim pointed out that we need to draw back the trail riders to NAPHA membership, and we should all think about ways to accomplish this task. RAC representatives should work with the Club Presidents in their area to cultivate ideas from members to appeal to the trail riders (who have around 80% of PPHs' in the US). Various aspects of showing were

discussed: classes for juniors, eligibility of local clubs to hold NAPHA approved shows. Danell announced that the Board had cut the number of NAPHA members required to have an approved club from ten members to five members, in an effort to make it easier for rural areas with few PPH horses to organize clubs to promote the PPH. Increasing costs of putting on shows, NAPHA show fees, etc. were discussed.

Danell discussed ACTHA membership and that as of last week NAPHA has an Affiliate Logo on the ACTHA Website. Another advantage is getting ACTHA insurance for doing our own ACTHA trail rides.

Round Table Discussion: Suggestions for including more classes for juniors, part bloods, and other categories. Discussion about part bloods would only be shown in Performance classes. RAC assist in studying and map out regions for shows, as arena availability is a HUGE problem. Coordinating show schedules among regions so as to not overlap regions and foster competition for members being forced to attend nearby shows.

### **Horseshow.com**

Following last year's annual meeting in New Orleans, the Board has approved affiliation with Horseshow.com. Credit was given to Kathleen Morrison for her hard work in bringing this to the Board and for following through with the process. Horseshow.com is an online platform with video access which allows members to receive coaching (private) and be scored for their performance by judges, clinics, and even participate in an online horseshow. Allows live videos of participants on a national video platform. Clinics allow private feedback to participants from judges. RAC representatives would be able to organize participation for their regions. Horseshow.com is a great new tool to use to promote our breed and improve the promotion of the PPH.

Tony Castiglione, Chief Tech Officer, set up videos of the platform and made a presentation of the program. The program has on line horse shows, clinics and coaching. An I-Phone app has been developed to allow uploads of video and the Android version will be out soon. **NAPHA** has to come up with rules and other criteria in order to hold an online show. Show videos are visible to the public. Clinics and coaching both are private with feedback to the participants. Tony explained some of the basic information on the horse show, clinic and coaching. Edie and Kathleen have been working on the scorecards and other details, such as getting coaching within 30 days of being judged by that judge and whether prize money could affect the Amateur / Novice status (USEF allows prize money to be paid out to ride).

**Horseshow.com** can become a multi-national opportunity for promotion. Edie

said that the Board needs to establish a deadline for the clinic format to be done since that is the easiest to set up.

Members would have to be logged on as a **horseshow.com** member with a user name and password. To get this going, the contract must be signed, the coaching module must be set up and the coaches lined up, and the NAPHA organization is working to accomplish this ASAP. Members may also utilize the FREE listing of horses for sale on the site, and for a \$25 fee you may list any number of videos of your horse on the site.

Adjourned for lunch at 12 Noon and reconvened at 1:42 PM.

After lunch started round table discussion concerning novicio or novice division aimed at attracting new members to the show arena. Discussed rules for novices and possibility of allowing shod horses to be shown in novice classes. Received comments on novice participation from Irene Taylor and Joline Hahn based on their past experience in their local shows. Group talked about extending the Novice showing period to as long as three years.

#### **2013 RAC Chairman Election held at 2PM**

During the meeting on Friday, the following RAC members: Robin James, Joy Redman, Jim Alexander, Irene Taylor, Michelle Wilson, Darla Austin, Jackie Green, Carolyn Mittrick, and Edie Gandy were joined by a phone conference at 2:00 PM with RAC Reps, Cindy Lemke, Cynthia Fraser, and Rosie Heffley, making up more than a required quorum of RAC members to affirm Jim Alexander as RAC Chair. All voted to make Jim our 2013 Chairman. Jim was the only nominee for the 2013 RAC Chair. Joline agreed to help as Jim's assistant for the 2013 year. Edie Gandy thanked Joline for her years of work with the RAC and with our breed. Joline will stay on to help Jim. Edie presented Joline a beautiful cheese platter as a gift for her years of work on the RAC.

#### **Joy of Riding (JOR)**

Lionell Griffith gave a presentation on the upgrades on the **NAPHA** website for the JOR. It is now possible to register on line, view awards, and create certificates along with other features. It is also possible for JOR member participants to actually use the website to enter their riding hours at any time, and the program will automatically add and keep track of the total hours for each participant, thus eliminating the headache of record keeping for all involved. This will facilitate timely compiling of awards and cut administration time to a fraction of the old "paper trail" way. Edie thanked Lionel for his taking the initiative to create this online Website feature, and all of his work to improve the JOR program for all

members. Edie then thanked Lynn Kinsky for administering the JOR over the past years, and working to keep the program going. Joy Gould asked Lionell if junior points could be compiled in a similar manner and he said yes, although the server is getting full. Chris Austin asked questions of Lionell about the function of the web

host, costs of maintaining server, and other administrative tasks with managing the NAPHA Website.

### **Peruvian Horse World Website Purchase for Donation to NAPHA**

After discussion of the NAPHA Website, Jim Alexander gave a report about working with Board members concerning the opportunity to purchase the social network website known as **Peruvian Horse World (PHW)**. After forming a group of four NAPHA donors, Jim approached Laura Mesia the founder of PHW, and contracted to purchase the site and all associated assets, which consist of a social media network, stallion directory, classifieds, and Facebook and Twitter accounts and the stallion digital magazine. Laura will provide 60 days training support during transition of the site to the control of NAPHA as determined by Jim and the NAPHA Board.

After discussions of how to integrate the site with NAPHA, Jim and Chris Austin are researching possibility of developing a new foundation tax status for the NAPHA corporation as a 501(c)3 instead of its current status as a 501(c)5 non-profit entity. After the meeting Laura has put a link to the NAPHA website on the home page of PHW with a tab at top of page "NAPHA Home". You can hit that link and connect directly to the NAPHA Website. Lionell has also created a link on the NAPHA Home page as a tab "Peruvian Horse World" as direct access to PHW. Jim is looking for a member with web experience to train for taking over the day to day management of the site for NAPHA. Edie commented that PHW would give a common interest and sense of community to the NAPHA members and horse owners. She then thanked Jim, Chris, and Larry for putting together this purchase and donation to NAPHA.

### **ACTHA**

Danell said that this is another area where we can show our horse. ACTHA handles publicity, awards, points, and setup. There is a \$50 membership fee and then a payment for the individual rides. Danell commented that we must acknowledge the trail riders. She will email the club presidents to explain about ACTHA, and how the clubs or individuals can sponsor and participate in the rides. ACTHA has NAPHA on their list.

### **Juniors**

Joline stated that after the last phone conference, several RAC members made suggestions for getting Juniors more interested in our breed. It was noted that some

owners loan horses to a junior to ride. A discussion on the floor then was held with ideas from members. We all agreed that we need to get juniors more involved with the breed. We need to attract more families to the breed. Different promotion ideas on show participation for juniors were discussed. One fee for all junior classes or a free stall for the horse if the horse is shown in all junior classes was suggested. Also noted were clinics to teach the juniors the basics. The Los Amigos Club has pizza parties and stick horse races. They also give juniors the opportunity to accompany the judge in order to learn.

### **Ideas to promote the Breed**

The members then talked about how to attract new people to the breed, and how to boost our shows with new exhibitors.

Joline noted that we have failed to include the trail riders and we need to revisit ways to attract them. Should shows have classes that allow trail horses to be allowed to show in some trail and other new classes with shoes? Most agreed that when most trail riders use their horses with shoes, it is not a good idea to remove and replace shoes just for a show.

Joy Gould has clinics and open houses at her ranch for new riders. She includes other gaited breeds. It was suggested that more shows might consider having shows with another gaited breed, or renting two arenas so as to hold a double show with another breed. With the number of entries down at most of the shows, we need to “think outside the box”. Carolyn Mittrick commented that shows are diminishing

in numbers, and clubs and organizations should consider cooperating and combining their shows into a “double show” with other clubs.

### **Club Reports by Club Presidents or RAC Reps**

Liz Potof reported for the **Copper State Club** that her club had about 13 to 15 members, and thanked Bill Chase and Michele Wilson for organizing the classes within the AZ National Stock Show and the AZ Saddlebreds. Michele continued with an invitation to consider West World of Scottsdale as a future National Show site. The **Copper State Club** would be there to support the show. She also noted that the Bridle and Bit has a national edition online where NAPHA and other clubs can post their news.

Lynn Kinsky for the **Central Coast Club** noted this is not an active club but they are involved with 3 local west coast shows and they occasionally participate in trail rides with JOR membership forms distributed.

Irene Taylor reported for the **Northwest Club** about their annual junior clinic in May, and participating in the Oregon State Fair at Portland, and the Pendleton Roundup Rodeo.

Jackie Green commented on clubs and political activity in her **Region Thirteen** Indiana, Ohio, and West Virginia. Bonnie Roth is the new President of the Northeast Club, the club is planning a show. No show date or place has yet been selected.

Danell Adams reported the Southern California region will have 10 shows in 6 venues with 10 judges in that area, including the **2013 NAPHA National Show** at Burbank. The **Southern California Club (SCPPHC)** has two double shows, and some of the other events are a year-end banquet, trail ride and other club sponsored events. All in all Southern California will have a very busy show season.

Darla Austin for the **Northern Lights Club** reported that they will participate in the Expo on the last weekend of April. They will have a drill team all 3 days, have a July ranch open house, and will host the Fiesta Norte Show in August.

Jim Alexander reported the star of his **Region Four** is the **Wine Country Club**, north of San Francisco which is very actively promoting the PPH, hosting the San Francisco Peruvian Consulate, putting on a Peruvian Horse Celebration in his area with invited Peruvian guests and demonstrations of the PPH, and maintaining a booth promoting the PPH at the Sacramento Expo annually.

The Expo is one of the largest horse shows annually on the west coast with thousands attending, the **Wine Country Club** conduct demonstration rides every day of the show in addition to maintaining their booth promoting the breed. Club President is Larry Braun

Jim then reported as a member on the activities of the gaited horse club in Carson City, the **Northern Nevada Gaited Horse Club**. The club conducts trail rides and sponsors clinics and has a current membership of over 40 riders. The club has sponsored for years the **NNGHC Carson City All Breed Gaited Horse Show** in late September, and we always have a Peruvian judge and register as a NAPHA pointed show. Last year Nick Breau was our judge. The best horse of show was won by former RAC Rep Kimberly Hall who had been sponsored as a junior for years at our show by Nola Giddings, also a well-known PPH breeder and trainer.

Carolyn Mittrick announced the **Deep South Club** show will be in Jackson, MS, on



April 27-28. There will also be the **Central States** show May 18-19 in Tunica, MS, and a November trail ride in Arkansas.

Report from Cynthia Fraser: The **Mid Atlantic Peruvian Horse Club** will host its 1st Annual Championship show, June 21-23, at the Frying Pan Equestrian Center, Herndon, VA. The Honorable Antonio Hudtwalker will judge. Expected guests include the Honorable Jorge Villacorta and the Honorable Mariano Ganoza, representing the A.N.C.P.C.P.P. and a delegation from the Peruvian Embassy. Entertainment will include a demonstration of marineras and a drill team of Amazonas. The Club will host a Spring fundraiser with demonstrations of members' horses to an audience of potential corporate friends and sponsors.

Edie said that the **Southeastern Club** will participate in an all-breed show. Their club will participate in the Florida State Fair with a slot of 18 open gaited classes. They are also sponsoring their 1st ACTHA ride.

Joline spoke for **the Los Amigos Club**, which is sponsoring a ranch tour April 26-28 with four ranches opening their ranches to the public, and their first double show with the Central Coast Club will be in Santa Barbara in July. The club is sponsoring an October trail ride & camp out with great food and fun for the kids.

Rosie Heffely sent a report that the **Fiesta of the Spanish Horse Show**, which donates to cancer research, will have the Peruvians being shown on May 3, 4, & 5 in Burbank, CA.

### **Next RAC Meeting**

Time of year, weather and cost of travel are important. The meeting could be held in conjunction with the National Show or if moved back in the year, it might conflict with the show season. It was suggested that next year's meeting be held over President's Day Weekend in Orlando, San Antonio or Dallas/Fort Worth. With no other business, the meeting was adjourned at 5:10 PM.

Respectfully submitted,  
Michele Wilson

Reviewed by  
Jim Alexander  
RAC Chairman

