

**Minutes of the NAPHA RAC meeting of February 28, 2014  
Fort Worth, TX**

**Roll Call by RAC Chairman:**

RAC Members

Region 1 - Robin James	Region 10 – not present
Region 2 – not present	Region 11 - Darla Austin
Region 3 - Joy Redman	Region 12 – not present
Region 4 - Jim Alexander	Region 13 - ** Jackie Green
Region 5 – not present	Region 14 – Cynthia Fraser
Region 6 - Michele Wilson	Region 15 – not present
Region 7 – Kerry McGinley	Region 16 – **Carolyn Mittrick
Region 8 - Carlos Salinas	Region 17 - not present
Region 9 – **Pam Castaneda	Region 18 – not present

NAPHA Board:

Edie Gandy, Danell Adams, \*\*Carolyn Mittrick, Chris Austin,  
Bonnie Gallegos, \*\*Jackie Green, \*\*Pam Castaneda

Club Presidents:

Liz Potof - Copper State PPC, Nancy Gaelen – SCPPHC, Gene Pepe – NEPPC Club

Other Guests:

Joline Hahn, Larry Redman, Catherine Walters, Clyde James, Manny Brito, Delores Brito, Patty Castaneda, Barbara Alexander, Sarah Colley, Helen Brown, Terry Jarchow, Trish Palmer, Kathleen Morrison, Barbara Windom, Lucho Dapelo, Laura Mesia, Victor Mesia, Marianne Bowman, Vicky Shelton, Dr. Jorge Galante, Kique Subauste, Judy Sloane

Chairman Jim Alexander (Jim) called the meeting to order at 8:13 AM CST.

3. The minutes of the RAC telephone meeting of 1/28/2014, sent by email, were approved.

4. Jim reviewed the responsibilities of the Regional Advisory Council to the NAPHA Board, as set forth below:

The RAC shall represent the members of NAPHA and advise the Board of Directors regarding issues impacting the organization and its members.

1. Recommend the location and date of the National Shows for approval by the Board.
2. Recommend the Judges for the National Show for approval by the Board.
3. Nominate Committee Chairpersons and Committee Members to the Board of Directors for approval.
4. Make recommendations to the Board of Directors on proposed By-Law amendments.

4.) 5. Recommend Show rules and judging criteria for approval by the Board of Directors.

6. If properly submitted in writing, a majority of the RAC may require an item to be placed on the agenda of the Board of Directors meeting.

5. Item 5, horseshow.com, will discussed later in the meeting.

6. The consolidation of Regions was discussed. Jim asked that we reconsider making 15 Regions from the current 18 Regions. The number of Regions should be divisible by 3 in order to keep the renewal terms of three years consistent. Under consideration was combining Regions 17 and 18, and then adding NC (Region 15) to Region 14. The rest of Region 15 would be consolidated into Region 13. Regions 8 & 9 would also be combined. Jim will send a revised map out. \*Jim stated that this issue would have to be studied concerning all the regions in US before making final decision. Jim will forward draft revised map to the RAC and Board for further action and approval.

7. Review of outcome of Shoes/No Shoes for Juniors by RAC Chairman. Jim reviewed the outcome of this issue covered on the RAC January 28<sup>th</sup> conference call, and follow up email and telephone discussions. There was strong reaction from across the country to keep the rule as “no shoes”, as it is now. No particular advantage was seen as to changing the rule, and Jim felt the matter was closed and needed no further discussion.

8. Laura Mesia gave a presentation on the new website for NAPHA and also for the PHW. Danell thanked her and commented that Laura has been responsive and helpful in getting changes made. Chris commented that the new website is much better although there are still some issues with people gaining access. Those are, however, generally attributed to an older Internet Explorer search engine. Carlos said that Google works well, especially Google Chrome.

Laura said that, as web developer, she could not make a lot of changes in the platform. She asked how many people are having problems vs cost effectiveness and that if anyone is continuing to have problems, they should contact her directly.

Laura still needs pictures which can be emailed to her. She can add galleries so people can identify their pictures, ranches, etc.

Chris said that a new feature will be that members can renew their membership online. Laura is working with Merchant Services on the banking end and will keep Jim advised as to when information can be sent to the RAC members for dissemination to NAPHA members in their regions. The next step will be to put the renewal for judges and stewards on line.

Danell said that reminders for any currently late memberships will be sent out by US Postal Service.

Laura noted that the PHW has had an increase in activity, adding 100 new members since the purchase. There are currently 1624 members internationally, with 133 different countries represented. Of the 1624 members, approximately 700 are in the United States and 260 are NAPHA members.

Laura is finalizing an advertising package that will go to the Marketing Committee for review. This will reach a targeted audience and is geared to increasing revenue. Chris encourages everyone to advertise. Laura noted that since 2250 visitors come to the site, there is worldwide exposure. There will be a link from PHW to join NAPHA, so there will be a membership tool. Main traffic is from the USA, then Latin America and South America. A question asking "Are you a member of our community?" will be added. Cynthia asked if there could be a link to the regional club websites and it was agreed that this was a good idea.

Laura can export a list by name, region and country. She suggested creating a profile page for each Region where information can be posted for that particular Region. A RAC member could search for new members and communicate and reach out. A tutorial could be set up in ½ hours. Jim will send Laura the new Regions, after draft is approved by the Board. Laura will send a proposal to Chris for the cost of any enhancements. Laura also noted that PHW has groups which can be private where information can be shared. Gene asked if a link could be set up to link ranches. This can be done plus there can also be a link to social media.

Laura said that the Google search engine gives a high level of visibility when someone is searching. If you are advertising through PHW, you are within the top 5 hits.

Chris noted that there is a mailing coming out for PHW that will reach beyond the USA. He encourages people to reach out to ranches outside the United States. At the present time, it is on pre-launch so a lot of advertising will insure a strong launch. There is a high priority to raise significant money for NAPHA and the breeders. Edie said there needs to be some guidelines for non member advertisers and Joline suggested different tiers of advertising rates, ie: commercial pricing. Laura reminded that we should not distinguish between NAPHA and non-NAPHA member, but could offer a member discount.

Laura said that an ad can be changed during the year. A photo change is simple but a complete re-do of the ad might generate a fee. She will look into a package that will allow x number of changes during the year.

It is very important to remember how much PHW has grown since its purchase by Jim, Larry Redman, and the Sotalos. Jim noted that he and Chris would work on transfer of ownership from purchaser to a "Napha" entity as soon as we can figure the best way to do it. Chris noted that the Board wants PHW to represent the whole Peruvian community.

5. Kathleen Morrison said that Horseshow.com changed their business model. They can no longer provide the individual web page but can still do clinics. We are not bound at this time because there is no mutual agreement. She asked if the Board wants to go forward, knowing that it gives opportunity for juniors, remote owners and can provide some revenue for NAPHA. Jackie asked how important is the webpage? It was suggested that a link be put on PHW directing those to horseshow.com who want to learn how to ride their Peruvian Paso.

Kathleen said there needs to be a new agreement, which she can request. Among the terms there should be stated that there will be a banner for horseshow.com at our shows (National and Regional?). She will also need bios on judges.

Chris suggested a step back to review:

1. A website allowing upload of a video
2. A judge to review
3. The judge to give feed back. 2 levels of critique – judge’s voice over or judge grades and send commentary later
4. Approve over the phone if a member
5. Prize for the winner
6. Fee goes to NAPHA
7. Judge gets paid

Free for NAPHA members to view

Chris said that there needs to be someone passionate who can lead this venture.

Many thanks were given to Kathleen for her work on this project. At this time she will obtain a new contract and will send it to Danell for approval and signature.

9. Arlynda is updating the carded judges on the NAPHA website, as judges pay their renewal fees. At the next RAC meeting, nominations will be taken for the 2015 National Show. This will also be integrated with participation of those interested judges for horseshow.com.

10. Reports from Club Presidents or Representatives:

Camino Real PHC– Alice Wolf \*(from 1/28 minutes) Changing date of their show to Spring. Trail Ride in the fall w/15 miles of trail and variable terrain.

Lone Star PHC – Dan Roper, Pres \* Report by Carlos Salinas – Club has a constant membership of 65 persons. They have 3 shows and a 4<sup>th</sup> combined show this year.

Central States PPHC – Carolyn Mittrick reports for the oldest club in the USA. Their annual show will be their 46<sup>th</sup>. They also have an annual trail ride. Edie said that there is a donation of a trophy and they are trying to set up an East Coast Show circuit.

Deep South PHC – Carolyn Mittrick reports Club will not have a show this year due to the low number of exhibitors in the past couple years.

Los Amigos PPC (40 yrs old) - \*Jim Alexander read letter sent by Club Pres Vanita Mann: Club participated in Promoting the Peruvian Horse at the Pomona Horse Expo in Feb. Jorge Valenzuela w/team and a lot of volunteers made it a very successful promotion of our horse w/booth and exhibitions. Networking at such a large venue has opened up new opportunities to show off our breed to other venues. Vanita hopes we will see more support for clubs from NAPHA Board and the organization in this tough economy. NAPHA should help support all clubs in the Promotion of our horse and sponsorship of events – and Promote, Promote, Promote!

Southern California PPHC - Nancy Gaelen, Pres said SoCal will have a Double show in June, at Temecula reaching out to corporate advertising in the wine community. Second show to be @ Burbank in September.

Copper State PPC – Liz Potof in Arizona reported on Carousel Charity Horse Show, a multi-breed show, Scottsdale, AZ, March 14-16, with Lionel Peralta judging. She thanked Rosie Heffley for all her help and to the California people for their support.

Mid Atlantic PHC – Cynthia Fraser, Pres reports Club show will be June 20-22 at Frying Pan, outside Washington DC. With supportive people in the area, they expect many spectators. There will be a Versatility Belt Buckle for trail riders who will also qualify for Open Performance Horse. Jackie Green said that the ACTHA Obstacle Challenge has 8 obstacles and will be held in a separate arena with a Peruvian judge and the ACTHA judge. There will also be a Donna Smith clinic on Friday evening.

Northeast PHC – Gene Pepe, Pres, reports Club show will be July 11-12 at the Exposition Grounds in West Springfield MA. It will be held in conjunction with the Paso Finos. The idea is to promote the Peruvian Horse in virgin NE territory. This will be called the “Fiesta of the Gaited Horse”.

Northern Lights PHC – Chris Austin reports Club just participated in a Horse Expo and was the best represented breed in front of 50,000 people. Their show will be August 16-17.

(Jim and Cindy Lemke [Northern Lights] have worked on a banner for NAPHA would cost about \$200. They need a digital picture of the NAPHA logo. The object is to have banners for each club to buy and use.)

Northern Nevada Gaited Horse Club – Jim Alexander reports on success of Annual All Gaited Horse Show. Had attendance of a lot of juniors thanks to Nola Giddings from Bay Area. Arlynda works with the class list in order to assure pointing. Had over 50 horses showing.

Wine Country PPHC – Larry Braun, Pres \*reported by Jim (Region Four) participates in the Sacramento Expo which is larger than the Pomona Expo, and Larry and his club have had a booth and demonstrations at the Expo for several years Promoting our Peruvian Horse. Also gives several other demonstrations in N. Bay area.

This lead to discussion on why people don’t buy Peruvians at Expos. One reason was intimidating tack. We should show different tack at these events, so people see we do use other tack for riding on trails.

Northwest Peruvian Horse Club – Rich Ovenberg, Pres\* Jim reported their show will be in McMinnville OR, Aug 15-17. There are a lot of Canadians who attend. Irene Taylor is the RAC Rep for Region Five and is very active in shows and Promotions for the Peruvian Horse.

Peruvian Horse Breeders & Owners – Deborah McCormick, Pres \*Carlos said there is no contact right now with the Peruvian Horse Owners and Breeders. Joline noted that you have to sign up to receive their newsletter and that they have been reprinting many old articles.

Rio Grande PHC – Barbara Windom, Pres said the Gold Rush Show will be June 27-29 @ Las Vegas. She is also in the 3<sup>rd</sup> year of an extreme trail horse clinic at her ranch with Mark Bollinger. There are 12 participants in each session. There is a new trestle bridge.

Sooner State PHC – Lucho Dapelo, Pres. said Club is moving their show to Duncan, Ok Expo Center on May 12-25. This year will have the “Battle of the Teachers”,

a fund raiser for helmets for the students in case of tornados, with Teachers riding Peruvian horses.

SouthEast PPC – Edie Gandy reports exhibit at the Florida State Fair had a large number of spectators. They alternate classes with the Paso Finos.

Centennial State PHC – Kerry McGinley reports show is July 17-19 in Denver with American Saddlebreds.

11. Concerning the US National Show for 2014, the board said three times that the show would be held in Tunica. At the time of the last Board meeting, there were no workers there but now a team has come forward. This team is comprised of 15 people lead by Manny Brito and Charles Melton.

Danell commented that it took 4 years for NAPHA to get out of debt and that we are dependent on the National Show for revenue. We still struggle about operational sustainability, not about people or horses. So, what has come about is a good sign, showing that Peruvian Horse people are passionate.

Chris distributed an analysis on the income derived from the last 5 Nationals. There needs to be a balance between the facility, advertising and sponsors against the number of horses. Jim also commented that the facility cost at Tunica was favorable, the contract was signed and a deposit was paid. Edie said we need to look at the long range growth, coast to coast. Even if the largest number of horses are in the West, there are new owners and trainers in the East. We need to look at the horse as a national horse and not just a regional market.

We all need to support the Tunica show. Edie reported that Nick has contacted a casino there for advertising help, for assistance with brochures, maybe not with cash. Jackie said that ACTHA will place an ad.

A problem lies with the show program, layout and design which was taken care of by Kelly Powers in the past. Since she is judging, this might be a conflict of interest. Naomi Scull will not be able to help. Camera ready art work is needed.

Concerning the 2015 venue, Jim said that the Canadians are concerned with hauling costs. They support the west coast. Pam is researching Wichita Falls where there is an \$8,000 total arena cost, which includes warm-up, PA and stalls. A nearby casino will provide transportation to their casino in Oklahoma. The arena management will provide help with catering, a wine/cheese event and \$2,500 in sponsorship funds. The site is equidistant to Oklahoma City and DFW airports. Pam said they are excited to help.

Chris said we need to separate money from the quality of the show.

12. Short further discussion of Promotion of the Peruvian Horse.

13. With a unanimous vote from the RAC members in attendance, Jim Alexander was reappointed as the RAC Chairman. He appointed Joline as his helper.

With no more business to transact, the meeting was adjourned at 4:10 PM.

Respectfully submitted,  
Michele Wilson

Reviewed & Approved  
Jim Alexander – RAC Chairman

