

## **NAPHA**

**Board of Directors  
Annual Membership Conference  
Meeting Minutes  
February 25, 2012  
St Christopher Hotel  
New Orleans LA**

Call to Order at 8:45 am by Board of Directors President Edie Gandy.

|          |                  |                   |                   |
|----------|------------------|-------------------|-------------------|
| Present: | Charles Melton   | Kathleen Morrison | Barbara Windom    |
|          | Carolyn Mittrick | Joline Bell Hahn  | Jim Alexander     |
|          | Vicki Shelton    | Michele Wilson    | Liz Potof         |
|          | George Henry     | Barbara Alexander | Eleanor Palmisano |
|          | Lucho Dapelo     | Jean Melton       | Patrick Bossetta  |
|          | Gladys Freeman   | Rachel Stengel.   | Lou Ellis         |

### **Committee Reports**

#### **Finance Committee**

President Gandy began with praise for the Finance Committee: Patrick Bossetta, Chris Austin and Fletcher Michael who have worked hard on the accounting records, getting them in good shape. The NAPHA ended 2011 with a profit. There are only two unresolved issues with which the finance committee is dealing.

Discussion continued on the possibility of moving the incorporation of NAPHA to Delaware. Edie stressed that this will be a membership decision. The Delaware corporate laws have many benefits, including a more favorable legal system for non-profit corporations. Ken Shelton is available to help with the investigation and this will go to a membership vote once more benefits and procedures are identified.

#### **Rules Committee**

Eleanor said that the project is better than 80% complete. It is now more readable and user friendly and has been updated with all approved and recommended changes. She thanked Bonnie Gallegos for her work. The committee will turn the Rules Update back to the Board of Directors in a few days. They will then focus on how to handle future changes. It was suggested that a form for members be put together for members to submit proposed changes. Eleanor commented that she has been privileged to do this work and to serve the organization.

#### **Regional Advisory Council**

Joline said that Friday's meeting with the RAC members was a clarifying day. Charles recommended that the RAC members should concentrate on the lost members, those unhappy with the organization, to try to bring them back.

Joline commented that we need to keep our current members and compile another list of past members, which is the focus of the Membership Committee. Charlotte has the best database of members at this time, having corrected all the information going into the new Directory that will be mailed in early March.

### **Membership Committee**

Michele read Manny Brito's comments to the Board of Directors, re: the compilation of the list of past members. She said that he had asked for the older membership lists and she had noted that Jim had a copy of the 2010-2011 Membership booklet. Liz is going to loan Michele her book along with those of prior years for Michele to make copies. This will be the start of a working copy of past members.

### **State of the Organization**

Edie asked the attendees to comment on pros and cons of the organization. NAPHA would like to respond and adapt quickly but is unable to for various reasons. Among them are:

- Lack of personnel for member service

- Difficult communications

  - Members can't understand what to do (e.g.: when completing breeding paperwork)

  - Note on this comment: Edie said that the CLRC and the rules changes might clarify this issue. With the RAC Procedure Manual near completion (Jim Alexander and Kathleen Morrison), Edie said that registration procedures might be the next, especially done as a flow chart. It was noted that the communication committee needs procedures. Joline said many of the committees expire in 2012, & we need nominations for expired ones.

NAPHA needs the right policies, procedures and structures and we need to remember to think out of the box.

Positive changes are needed to bring the membership roles back up. Vicki commented that it needs to be easy to bring people back in, with reduced penalties and other fees. Edie said the move is to be more user friendly and helpful. Many fees have already been reduced.

The State of the Organization at this time shows a financially stable organization, with a higher bank balance. The Board may consider spending on items like marketing, which backed up a comment that Lucho made about poor marketing in the past. Edie said that the difficult times are behind us although membership still lags. Show participation is still down although preliminary reports from the Arab show in Scottsdale indicate record attendance.

Our market consists of show people and trail riders. We talked about brochures and logo bumper stickers needed, and Edie stated that a tri-fold brochure was being made that can be downloaded and used for events by members/clubs.

Issues in 2011 were to manage cost aggressively, protect the registry and studbook and to have a sustainable organization. Action completed in 2011 was to negotiate with CLRC and to work out report plans. There is a proposal with CLRC now for use of the show program. Work is in progress for a year-end review to send to the membership and this may be quarterly in the future.

The cost to set up the show program will be \$5000.00, but other breeds who might wish to use it, can pay a user fee if we can do it within the CLRC.

The pilot program for Regional Events, one National show, one Trail Event, and another National Regional show was not successful. The idea was to have three National Events each year, in three different regions.

Concerning the Breeders Show in Fort Worth, timing is difficult and that show competes with ours. Of the 129 horses at the 2011 NAPHA National Show, 100 horses were with the Breeders group that represented 6 breeders and the rest from NAPHA. Traditionally, the Breeders bring more horses but enter fewer classes than the performance riders who bring fewer horses but have more class entries. Discussion continued on Texas vs. California and entries from each area. Gladys suggested the arena in Tunica MS as an alternate.

Eddie said that our volunteers present a nice core of people on board. Mary Emmons, former Executive Director of the Paso Finos, is now working with the Board of Directors on an as needed basis. She is semi-retired and is sending out the redo of the ballots. She has run the Paso Fino National Show and has many contacts in the equine world. She has offered to call former members to chat. Jim commented that we must have CLRC in place first. However, Mary will soon answer the phones for the Registry office, with a rollover from Arlynda to free Arlynda for other tasks. Joline suggested that new membership information go to Mary who will be responsible for getting it to the appropriate RAC.

In short, the mission is to promote and protect the Peruvian Horse, to maintain an up to date studbook and administration/registration process as good, or better than other breeds in terms of integrity of the registry and ease of use. Our membership must grow and we must provide compelling reasons for members to belong, stay and be involved.

Group discussion continued on ways to use additional resources for educating the public. A new 501c3 organization could create a viable educational foundation. Currently the Studbook is complicated to use and the registration process is punitive. We need to make it simpler especially with the use of DNA. We need to provide compelling reasons to belong, be involved and offer additional benefits. An invoice at the end of the year will be a reminder of membership dues renewals. Lynn Kinsky passed along a comment on the Joy of Riding year-end awards, which had been jackets but with a small pool of dollars could not be purchased. This has been reinstated.

**Marketing** – Breed related events are key, as well as communications. Kathleen noted that Equine Affair in MA had 90,000 through the gate and the clinician for the gaited breeds commented that the Peruvian was the smoothest. They expect to support the show again next year. Cost was \$2,000 for the booth with free stalls. Joline said that the Pomona Equine Fest was 3 days, stables not free. Three clubs shared the cost of \$1,000 total. Eddie said that Peruvians are going to a demo in

Wellington FL. Michele is donating a traveling display. She will check on the cost of the redo of the panels. NAPHA is looking for a marketing message and members are asked to funnel suggestions to the Board as well as testimonials. We need to recover the VHS tapes made several years ago so they can be compiled into a DVD to be used at shows and demos.

**Registration** – Arlynda provided details on the total number of horses registered from 2001 through 2011. At this time the registration fees and penalties are the same as those in Canada.

**HorseStudBook** - Sale horses have been pulled from the HorseStudBook and are now on the website: \$30 for 90 days. After conversion to the CLRC Studbook, charges can be handled several ways and has yet to be determined:

1. Free lookup for pedigree and show record
2. Can be protected for paid members
3. Can be protected for payers
4. Or it can be free for all.

Use will begin at the beginning of 2013.

**Stallion Auction** – Kelly is soliciting for this year and next. There are fewer donations of stallions and fewer bids. The auction competes with the Peruvian Digest Bid Book.

We broke for lunch at this time and resumed with a demo of Horseshow.com. A rider can submit a video, be judged, scored, critiqued and maybe win a prize. This may generate some revenue for NAPHA and will educate the public about our breed. The rider would pay the fee and the RACs can nominate NAPHA judges to adjudicate the riders. As a note, they never disclose their mailing list. Horseshow.com will do a mockup on their website as a demo and there will be a dedicated landing page by breed. Rachel said that this might be a good promo tool and we need people to get it going. This is an exceptional opportunity for those people miles away from a show, good for them to get feedback and good for the judges, too.

Eleanor passed out the final draft of the Rules & Regulation of Horse Showing & Breed Standards. They will be published and put in place this year. Eleanor stated 2013, Edie said for this year's shows. Lucho asked for the judging criteria percentages per class, to be put on the Judge's cards.

### **Laureado pros and cons**

Charles Melton said, in his opinion, allowing a horse to be shown in the same division after becoming a Laureado shows that we have strong horses. He thinks that keeping a horse out of circulation, should be up to the owner. Charles feels that a really good horse should not be retired to make room for a 2<sup>nd</sup> place horse. He thinks exclusion of the Laureado horse hurts the breed and exhibitions sometimes means traveling long distances.

Lucho said, in his opinion, a Laureado horse cannot be “retired” because it can go in other classes. It is retired only from a specific show in a specific division. A show might have fewer entries if the Laureado horse does not come back for other divisions. A possible solution is space at the show for a free demonstration or recognition, with stall and shavings complimentary. He noted that in Peru there is a certain lineup within the Barrida for the Laureado of the National Show (1<sup>st</sup> row), the Laureado of the Regional Show (2<sup>nd</sup> row) and the Laureado of the current show (3<sup>rd</sup> row). The Laureado horse should be at the show every year to show that he is strong and healthy.

The Board will consider a membership poll to decide if there is enough sentiment for a change.

Discussion followed on Gait (Pisos) classes. Since they are technically part of the Breeding Division, winners of the Gait classes need to advance to the Breeding Championships. Some disagreed, saying it should be kept in its own division, and judged on 100% gait. Charles disagreed, and wants it 20% on conformation.

With no more business to transact, the meeting was adjourned at 4:45 pm.

Respectfully submitted,

Michele Wilson