

**NAPHA MINUTES**  
**Board Meeting - February 21, 2013**  
**Las Vegas, Nevada**

**Roll Call:**

Danell Adams, Edie Gandy, Bonnie Gallegos, Carolyn Mittrick, Larry Redman

**Absent:**

Chris Austin, Gene Pepe

**PLANNING SESSION:**

The Board of Directors met on Thursday, February 21 to review the conference presentation and to engage in a strategic planning session. The Board has been discussing an overall change in vision for the organization to incorporate new and creative ideas. Several questions were developed to present at the General Membership Meeting.

The Board also engaged in significant discussion regarding the promotion and solicitation of ideas directed to our JOR program and trail/pleasure riders. Danell Adams has arranged for NAPHA to be an affiliate of ACTHA and our logo included on their website. More discussion will be generated on the issue at the general membership meeting.

The issue of scheduling future shows around the country continues to be a challenge. It is difficult to secure venues without having consistent year-to-year reserved dates. Many of the venues are proving to be too costly as well. The rotation issue continues to present significant challenges, however the board has been committed to giving more of our members the opportunity to participate in a National Show and to present a more broad spectrum of our best horses across the nation,

It may become necessary for NAPHA to make a paradigm shift on how to run shows, including the possibility of expanding our shows to include other gaited breeds. NAPHA has been invited by the Paso Finos to join up in Kentucky in 2015. It would be two separate shows, but venues expenses could be shared. It is also a valuable opportunity for both the public and members of the equine community to see the Peruvians and Paso Finos in the same environment for a visual comparison in the difference between these two breeds.

**Treasurer/Finance Report**

Edie Gandy reviewed the State of the Organization address for the general membership meeting on Saturday. A financial statement summary was put together by Chris Austin and the Finance Committee to be presented at the general membership on Saturday. The organization continues to demonstrate a

significant recovery process in paying off debt as well as cutting costs where possible. On the down side, it remains apparent that the decline in membership numbers in recent years is due possibly to the perception of a failing organization. Certainly, the status of this organization has made a good recovery and now needs to focus on soliciting returned memberships and better promotion of the breed. The financial report prepared for the conference is also attached to these minutes.

## **CLRC Update**

Data information has been downloaded for Arlynda Castro's use with NAPHA's new show program, Sportdatainc.com . The CLRC will recreate the current show history data on their site as a "read only" document and will charge NAPHA \$1000 for the process. This means that that NAPHA may be able to cease the monthly payments to Horse Stud Book as early as March and our members will be able to access show history through 2012 on the CLRC website. Beginning in 2013, the cumulative show totals from the HSB program will carry over to the new program. The new program will then supplement those totals with new show data from 2013 forward.

The registration transition with CLRC seems to be running more smoothly with fewer complaints. Once again, we have experienced some transition and growing pains, but with the help of our members, we have identified specific issues that have been quickly rectified. Many may recall that the transition with HSB also created a significant and relatively long term learning curve. However, the compliments now coming to the Board include CLRC's ease of use, the easy access to a real time receptionist and the overall responsiveness of the organization.

## **Motion for Executive session by Danell Adams @ 0915. 2nd by Edie Gandy**

### **Executive Session concluded at 0940**

## **Show Program Update**

Sportdatainc is working with with Arlynda Castro to get the new show program up and running in time for the new season. NAPHA also picked up the tab for six licenses to allow our club secretaries to access and utilize the program.

One specific issue that has and continues to be a problem addresses having all shows name their classes the same. Official names of classes must coincide with numbers assigned by NAPHA to be sure qualifying classes are correct and the applicable points are added. Clubs may be able to call their classes something else, but the NAPHA title should be in parenthesis for clarification. This will really help expedite both the approval of the class lists before the show as well as the accrual and entry of points after the show. It will also be a tremendous help to Arlynda Castro when tasked with approving the club class lists.

## **National Show Update:**

Danell Adams gave a briefing on the progress of the 2013 National Show in Burbank, California. The committee has already put together a creative sponsorship package that will go out to members shortly. Also, the show program will again be mailed to all of our members well before the show. This will create more advertising exposure for our sponsors and keep our membership up-to-date with the show plans. Insertions will be made to include with i the program at the show to include a list of exhibitors and horses. The Board also agreed that all Peruvian Clubs across the Nation will be included in the program regardless of whether they are officially approved or not. However, clubs hosting shows will still have the approval requirement.

The committee is planning on a Thursday evening welcome event as well as some special events for Saturday evening on the show grounds. The board will also invite the Los Angeles Peruvian Consulate and make a special presentation.

## **JUDGES LISTED ON NAPHA WEBSITE:**

The website currently has some outdated information regarding our Judges. The list needs to be updated in accordance with proper fees, applications and participation requirements to maintain qualifications. The Judges Accreditation Committee will be asked to review the list and identify those who's names should be removed. Memberships and renewals are due by February 1 of each year. Renewals for officials, not posted by that date, may be removed from the NAPHA website.

The Board also discussed ideas for some meeting/webinar opportunities for our judges to be able to connect and exchange issues, ideas and concerns. It would be very beneficial to create some educational opportunities for our Judges. The idea of having our Judges attend the National Show in Peru to work with Peruvian Judges was also posed as a possible option.

## **Argentina Registry Horses**

The board has received and reviewed all of the requested documentation from Argentina and Peru and agrees that Argentine horses, registered in Peru will be accepted into our registry. The same will hold true for horses from other countries of origin as long as they are registered in Peru. The Board elected to make the registration process in Peru part of the procedure given Peru's documented history and the assurance of being able to properly verify parentage.

**Motion by Danell Adams for the NAPHA Registry to accept Argentine horses as well as horses from other countries of origin, which are registered in Peru. 2nd by Larry Redman. Motion passed**

### **ByLaw Review**

The board spent significant time reviewing and amending a rough draft of the organizational Bylaws. Some changes were finalized as well as some streamlining of a few of the aged Articles. Danell Adams will make all of the changes and insertions and submit a final draft to the Board for approval prior to the revised bylaws being re-posted to the website.

### **Membership Package:**

Bonnie Gallegos presented some ideas for a membership package to be sent to our new and renewing members. The package will include a welcome letter as well as some information about our horse and our organization. Ideas for insertions were discussed and Bonnie was asked to coordinate with Manny Brito and the Membership committee to finalize the package.

Meeting adjourned at 1630

**NAPHA NATIONAL CONFERENCE  
GENERAL MEMBERSHIP MEETING  
Saturday, February 23, 2013  
LAS VEGAS, NEVADA**

**Board Members Present:**

Danell Adams, Chris Austin, Edie Gandy, Bonnie Gallegos, Carolyn Mittrick, Larry Redman

**Absent:** Gene Pepe

**REGIONAL ADVISORY COUNCIL:**

On Friday, February 22, the RAC presented a significant agenda for the general membership meeting. The minutes from this portion of the annual convention will be presented by the RAC and available on the NAPHA website.

**STATE OF THE ORGANIZATION:**

Our President, Edie Gandy presented a lengthy power point presentation to our membership on Saturday February 23. A copy of that presentation is attached to these minutes for our members to review.

Following the presentation, a series of questions were posed to the membership and their responses were abbreviated as follows.

**Focus Group Discussion:**

**If there were several realistic things NAPHA could do to better promote the Peruvian Horse, they would be...**

- 1) The purchase of the online, Peruvian Horse World social media networking site. The site has now been purchased by private donations and is currently being thoroughly reviewed for use in promoting our breed to the global market. This PHW and NAPHA will both link to each other. This social network concept provides a "sense of community" and deemed to be non-political. We will be working to maximize this new asset.
- 2) For marketing purposes, NAPHA needs better broad messaging. The number one goal should be to identify like memberships. How can we encourage people to bring in new members? Suggestions:
  - a) For every three new members brought in, members receive a free horse registration or transfer.
  - b) Clubs who bring in the most members get their following year show fees waived (\$300).

- c) Membership contest: member bringing in highest number receives a free NAPHA jacket.
- 3) Offer grants to masters students for various types of breed case studies for publication. There are a few exclusive equine schools which would be good targets as well as the vet schools.
- 4) Better use of Facebook for notices and brief articles. Also Horseshow.com will also provide a Facebook link, eblasts and newsletters (refer to RAC minutes for presentation about the website). Solicit more private endorsements.
- 5) Develop Peruvian history and archive information on the Peruvian Horse World blog site.

**Aside from finances, one of the biggest barriers that hinders our ability to become the kind of organization the Peruvian horse deserves is...**

- 1) Organizational communication is severely lacking. We need to obtain and maintain the attention of our members...possibly even consider mailing communications versus total dependence on the Internet. However, both the Internet and the PHW social networking site will be instrumental in communicating more often and more consistently with our members and help in creating a more positive spin on the organization...and our breed.
- 2) The board needs to do better about celebrating and communicating small victories and accomplishments. This board has been “hunkered down” trying to take care of business and has not communicated progress well. We need to emphasize new change and new era.
- 3) NAPHA needs to strengthen its value proposition to both our members as well as the public. “The glass is half full - what can you do for your breed?”
- 4) NAPHA has and continues to work to cut costs; show fees, penalties, club membership requirements, free pedigree access with CLRC....etc. However, we have a full time employee, a part time employee and annual monetary commitments we must meet. It would simply not be wise to make any more cost cuts that may adversely impact our ability to remain solvent and keep positive forward progress.
- 5) “Members Only” access to portions of the website, should truly be for “members only” for certain priority information. A variety of entry codes were discussed as options with input from Lionel Griffith.

- 6) Become more paperless, especially for annual membership fees, auto renewal, and credit card receipt.
- 7) People issues...being more positive and less critical and participate in more collaborative efforts. Discussion about how the negative people issues are having a very adverse impact on the breed. This is really a significant problem as identified even by outside vendors. This includes bad business deals especially for those new to our breed.
- 8) Lack of education to current and new members. We need to utilize our current site and possibly the new PHW blog site to provide educational information to current and new members as well as the visiting public.

**If there were on thing we could do to improve the effectiveness of NAPHAs volunteers and committees, it would be...**

- 1) RAC communications need to improve. RAC representatives need to do better about writing thorough communications to their perspective regions to include the RAC minutes and other pertinent informations. RAC email lists should be extended to include both current and previous members...perhaps for last three years. Members also need to communicate their issues to their RAC representative. The flow of valuable information and idea needs to go both ways.

**One thing NAPHA needs to do to bring new breeders into the breed is...**

- 1) NAPHA needs to create the market for breeders to create the product We need to enhance breed interest for riders, perhaps via target ad campaigns. It is presently clear that the "trail market" is by far, the most significant in the breed. While we need to maintain our show quality horses, we need to be cognizant of the value of the trail market.
- 2) Honesty and integrity in selling horses. Providing bad experiences to new purchasers only serves to negate the breed even further. More responsibility and thoroughness in making good sales experiences and making the process a positive one, is more important than ever.

**A really good idea that NAPHA could try in order to make its shows more interesting is...**

- 1) Creating more monetary prizes when possible. Use more sponsorships here.
- 2) More and better marketing and promotion to get people interested in the breed and attending shows and events to see our horses. A new marketing committee was discussed and will likely be implemented to help with this important task.

- 3) More involvement with USEF....puts our rule book and show standards in their hands and also gives us opportunities for showing in world games. Fran Todd, Irene Taylor and Jackie Green volunteered to head up a fact finding committee to research our inclusion with USEF again. This has been done in the past and it was turned down. However, the Paso Finos...as an example...made the unified effort with USEF and have done and continue to do significantly better than the Peruvians.
- 4) Creating and inclusion in all breed shows

### **Judge's Panel**

A Judge's panel was formulated with a series of open questions from the membership. The board of Judges consisted of: Nick Breaux, Bonnie Gallegos, Chris Austin, Jorge Bendesu and Edie Gandy.

The judges fielded a variety of questions from the membership regarding various aspects of showing.

- 1) One of the more prevalent questions was the perceived notion that not all lame horses are properly excused. The judges had some interesting perspectives adding that certain performance factors are not always visible to the audience. They were asked to communicate their observations mores as well.
- 2) The question was posed about Judges taking the time to be more "educational" in the arena. The Judges uniformly agreed that it was not appropriate to try and engage in conversation with exhibitors, with the exception of Novice and Junior Riders. Most felt that they could articulate their rational for decisions at the end of the class and with the use of a microphone...although, not all are comfortable with that medium.
- 3) Discussions about ring stewards...Judges were very clear that ring stewards should not talk to the Judge unless solicited. There are too many who speak too much and too often to the Judge. This is distracting for the Judge and deemed inappropriate by the exhibitors. Some suggested that the ring steward be required to complete some additional training requirements and that judges take the time to thoroughly brief them on their expectations at the beginning of the show.
- 4) Discussion about including Judge(s) in show social events and being a part of the show. All were adamantly in agreement that our Judges should always be included. Ethics are assumed and our rules do require that the show steward or show management representative be present just to



avoid any potential perceived conflicts for the Judges. The exception was Laureado presentations. While the Judges could be present during functions that honor a named horse, they should not be present to see the horse being awarded during the show...unless the horse is not being exhibited in that show.

- 5) Some discussion about the use of America Judges just for performance classes. American's feel that the performance classes are actually more of a challenge to Judge, but all feel that the offers to judge breeding and performance should be equal.
- 6) On the issue of cell phone use..Judges should not be utilizing a cell phone while in the arena. Even carrying a phone that rings is distracting both to the Judge as well as the exhibitors. The show stewards should be tasked with enforcing the inappropriate use of cell phones during the show. However, show management should notice all judges of the cell phone restriction in the judge's contract.
- 7) Suggested NAPHA/Club survey, post show and within one week of the show. There is currently an exhibitors survey on the NAPHA site and more clubs should consider providing a copy in the exhibitor packages at the shows.
- 8) Should breeding horses be required to go into zootechnico classes? There has been much discussion about this and Peru does have the requirement. The judges felt that the zootechnico class was not required for them to be able to determine the confirmation of the horse. A slight sway back horse may be disguised by a saddle, but not significantly enough to make a difference.

Judge's Pet peeves....

Many of the show horses do not walk. The Judges want to see a flat walk on a loose rein....and it is okay if the horse's head is down.

There are comments that there are two kinds of Peruvian horses: show and trail. It was stated that perhaps this is an inappropriate comment. Peruvians are touted as being work horses that can be shown, not a show horse that could be worked. There seems to be a mentality that show horses are not trail horses and while this may be a personal preference, it gives an incorrect perception. Our image should be that a Peruvian is a work horse that can be shown...versus...the horses can't go on the trail. Our horses were bred for work and pleasure riding and their history is as plantation horses.

Meeting adjourned at 1600

