

**NAPHA Minutes**

**Conference Call**

**Staff and Board meeting**

**April 2, 2014 5:00pm PST**

**Attendees:**

**Board of directors:** Danell Adams, Chris Austin, Pam Castaneda, Bonnie Gallegos, Edie Gandy, Jackie Green, Carolyn Mittrick

**Call to order:** 5:10pm PST

**March meeting minutes:**

Minutes approved.

**Finance Report:**

Having technical difficulties with quick books viewing. No financial report this time.

**Membership renewal letter and on-line status:**

Still holding the mailing until the on-line renewal process is confirmed. There are still some issues with Pay Pal to be resolved, but we are very close.

**Year-end awards letter/notification update:**

There are 36 awards this year. Arlynda is putting the awards letters together and they should mail next week. Recipients will be asked to contact Carolyn Mittrick to advise if they will be at the show or not so we can make plans for how each will receive their awards.

We should also make certain we put notice/link to our website about awards recipients on PHW and FB.

**Breeding Advisory Council:**

There are complex issues which could arise if giving advice regarding breeding. Although many new people might benefit from the experience of our established and successful breeders, it seems complicated to establish a method for a formal council.

It was decided to table this idea for now and to instead consider alternative methods for educating, communicating and sharing information on breeding. Using Peruvian Horse World forums, and educational videos could be useful.

### **Preakness Peruvian opportunity:**

Danell Adams tried to reach the Peruvian embassy staff members, but was forwarded to many departments and calls are not returned.

We would like to have a NAPHA presence at this important event, so will see if there is some other way to get in touch with the event sponsors.

### **Horseshow.com:**

Horseshow.com changed their business practices and no longer matches our goal for the resource. Kathleen Morrison is researching to see if there are any potential alternatives.

In addition, the JAC (judge's accreditation committee) is looking for an alternative method to help educate people who want to learn about riding and showing our horses and should be announcing an exciting on-line program shortly.

### **Rescue horses:**

Sharon La Pierre advised she would be interested in heading a committee regarding rescued Peruvians. The board supports the goal of getting Peruvians placed in rescue homes, and with proceeding with plans to waive fees for registration transfers when possible.

We would like additional information about how a rescue could be set up, and will request that a proposal be submitted to the board for review.

### **Newsletter possibilities:**

Danell Adams and Kerry McGinley have identified a cost effective "newspaper" publisher that could be used to communicate with our owners and members via regular "mail." Not everyone likes to receive information electronically, and many would appreciate receiving a publication full of informative articles, stories about Peruvian horses, general communications, etc.

We discussed whether or not a publication such as this might be able to be funded with advertisements. At the moment, that might be complicated (tax allocations/proper reporting of income would have to be considered, but it is possible). It was decided that if we proceed, we could try the first couple of issues without ads and then look into that option after we get going.

This topic will be discussed in the Marketing Committee meeting on 4/3/14, and we will see what our finances will allow us to do.

### **2014 National Show:**

Mary Emmons is show manager, but other circumstances currently make it difficult for her to participate as needed to get our show committees running. She has a lot of experience and has a very detailed list for tracking all the tasks which need to be tracked when putting on a national-level show. Edie will speak with her about her availability, and also see about getting a copy of the tracking list for us to use.

We do need a show manager to work with Manny, our assistant manager. There is lots to get done and time to get moving.

We have received some confirmation on activities:

The banquet will be held during the dinner cruise on Friday night. Cost is \$53 per person.

Jean Melton confirmed we will have a “staff box” location for staff to relax, have lunch, etc.

There will be a wine and hors d’oeuvres Thursday night judge’s reception. We need someone to manage this.

Saturday night there will be a program of “fun” classes and a demonstration of “Cowboy Mounted Shooting.” Charles Melton is helping arrange.

We are keeping the same general class list as 2013 show in order to make it easier to know what ribbons and awards to order, and also in order to start providing some consistency for what classes are held at the national shows. However, additions will include a gelding stakes class, gait race and an ACTHA obstacle event (see below).

Another change was requested by Chris Austin to move the conjunto classes to Saturday. He was judge at 2013 show and said this would help with very busy schedule.

Fees will be same as in 2013 national show.

We need to work out:

Year-end awards. Kelly Powers is assisting. She and Danell had to assemble these awards last year. We will need people at the show to do this.

Ribbons – being ordered by Katie.

Trophies – we need to get these ordered soon, and the trophies will need to be placed on plaques. Last year Barbara Windom had a good resource for producing the plaques. Perhaps we could ask her from the information and can do same this year.

Urgently need to get show program going so we can start to sell ads, etc. We need to get quotes for 1,000 copies. Cynthia Fraser had a good resource for the MAPHC show. Edie will ask her if they could quote our program. Jackie has a quote from an Ohio resource. We should compare at least 3.

Regarding ACTHA Obstacle Course (AOC) – since this would be a new addition to our show, and we are not all familiar with how it is run, we need to consider how to work this into our schedule. We also have to examine the costs/possible profits and items that need to be taken care of.

If the AOC riders from our national show want to have their trail ride “count” they have to be judged by our performance judge. Discussions were held regarding the possible ways that could happen.

Edie and Jackie will discuss some of the logistics and possibilities next week and report back to the board when we have more details worked out.

### **Discussion regarding possible change to Zootechnico**

As a result of comments/discussion during the annual meeting and judge's workshop, the way we handle Zootechnico classes was reviewed for possible changes. Some of the items discussed were:

Should we hold the zootechnico class as mandatory for breeding division horses going into championship classes?

Mandatory zootechnico class could be a way to avoid "stripping" of horses during breeding classes so the classes move more smoothly (but the judge still has a chance to see the horse without tack, which is important).

We decided this was a topic for the rules committee, and that it should be carefully considered and then brought to the members and judges for comments to see if there should be any changes made.

### **New business:**

#### **4-H youth event:**

We received a letter from the 4-H Eastern Nationals "round-up" to be held in November in Kentucky. They would like to know if we want to be a sponsor.

Cost to be in the program: \$1,000

Ad with a junior picture: \$100 ¼; \$200 ½; \$300 full

This topic should be discussed with the marketing committee.

#### **Path t-shirt promotion:**

The ACTHA promotion featured NAPHA on their t-shirt, and we placed information for their fundraising promotion on both Facebook and PHW. This interface seems to be working well.

#### **"Real Time Equine":**

We received a proposal regarding partnering with this service. (on-line storage of all equine records). The terms of the proposal were not as agreeable as we hoped, and we decided to pass on this opportunity for now.

#### **Member benefits/Corporate sponsorships:**

We need to remember to look for possible sponsorship/member discount opportunities. For example, a member could get discounts on supplements, or hotels, etc.

It was discussed again whether or not our special “corporate” rates for show hotels should be available only to NAPHA members. We believe this could be a good incentive for people to stay current with their memberships.

In order to confirm membership, a membership card would be required. We will look into the cost and re-consider purchase/operation of a membership card machine.

**Motion to adjourn:**

Chris Austin made a motion to adjourn, Pam Castaneda seconded. Meeting adjourned at 7:50pm PST.