

NAPHA MINUTES
Conference Call for Peruvian Horse World Transition
March 25, 2013 - 3:30 PST

Roll Call:

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

Guest:

Laura Mesia - Previous Owner/Designer of Peruvian Horse World.

1) Peruvian Horse World; Purchase, Donation, Questions

With the recent purchase of Peruvian Horse World by a few of our members and the pending donation of the site to NAPHA, the Board of Directors arranged this conference call with questions for the previous owner/designer of PHW...Laura Mesia

2) How do you view the best use of PHW for NAPHA?

Best uses of PHW for NAPHA include:

One is to generate advertising revenue for NAPHA

Second is the ability to promote, drive and share NAPHA's initiatives by communicating directly to the Peruvian Horse community. Create and roll out marketing campaigns (The New Face of NAPHA, Membership Drives, Joy of Riding, National Show, on and on...)

3) How should we title the site? Do we call it NAPHA? Should we continue to use the PHW name?

I suggest Peruvian Horse World by NAPHA. You now have expanded the audience and interaction with NAPHA to the entire community of Peruvian Horse owners and enthusiasts around the world...capitalize on this...don't try to turn this resource into "NAPHA World". Eventually you would lose the international audience. Peruvian Horse World was developed to promote the Peruvian Horse in its entirety, not just one geographical segment.

NAPHA has the opportunity to use this site to become a benefactor for the Peruvian Horse around the world. NAPHA can build its own domestic audience, and possibly gain some international aficionado members if the organization demonstrates itself as a leader in the promotion of the breed worldwide.

When we created the site, it was as a resource for anyone coming from any country to get information about the breed, where ever they live. In the long run this will help strengthen the breed globally. If a demand exists for the Peruvian Horse globally, North American breeders can benefit from this when some of their horses are sold overseas to satisfy a growing demand. Obviously this is a long term vision...but one that will ultimately secure the future of the Peruvian Horse.

By reaching out and continuing to support other breed associations around the world, NAPHA is telling the world that it cares about more than just its of the world...this will maintain and strengthen relationships with the other registries.

As the economy changes, you will have the opportunity to offer advertising opportunities to your international audience...expanding revenue sources for NAPHA.

The Peruvian Horse World "brand" has already been established...use it to your advantage. It is a positive place for breed enthusiasts to connect and share. Use it as a platform for NAPHA to re-introduce itself, rebuild it's image and regain the confidence of past and potential new members.

4) What are the quick advertising income opportunities for NAPHA?

*Banner Ad placement on PHW and Stallion Catalog Site Website. Charge monthly fees. (peruvianhorseworld.com and stallions.peruvianhorseworld.com)
Site Sponsorships from owner members and aficionados.
Stallion Catalog Ad Sales
Email Blasts...Horses for sale, herd downsizing, etc
Email Newsletter Sponsorship Ads
Featured Members (Ranch Owners Would Be Interested In This)
Ranch Directory Page (this would have to be created)*

5) What are the costs associated with PHW? Server and domain expense.....estimate of hours per week to maintain the site.

*Costs to maintain PHW:
Monthly costs for Ning: 59.95
Monthly Hosting of subdomains: 8.99*

*Estimated hours to maintain the site: Currently between 5-10 hours per week.
Five at the bare minimum, for approving new members and minimal site updates.*

6) How do you view the interfacing of the PHW and NAPHA web sites?

Peruvian Horse World and NAPHA are two separate entities. If you look at other brands who have communities, they have their corporate site, with corporate information, and then they link to their community site, which is a more informal place for their fans to congregate. A community is a tool for the brand to interact with its audience in a way that they never could through the main corporate site. This builds brand loyalty and gives the brand a way to deliver its message in a way that speaks directly to its audience in a non salesy way.

NAPHA can use PHW to build and maintain meaningful relationships with its membership. PHW is a vehicle for you to get your message out, share news and important information, and allow members to interact with NAPHA and its programs.

The two sites can link from one another.

PHW should have a greater NAPHA presence, but not one that "takes over" the site. Links can be created that drop down underneath the "NAPHA Home" tab on PHW. Other navigation links that come to mind are: pages for RACs, Joy of Riding, "Join NAPHA", etc.) Banner ads can be placed on PHW to promote campaigns, such as your new membership drive.

NAPHA can include a link to PHW to start (which it currently does) From the NAPHA site, you can include a section with very brief "Trending in the PHW Community" with some links to articles, and interesting activity from PHW."

You have two separate sites that should each work to their own full potential as well as have the capability to interface and cross reference one another to achieve maximum impact for both sites.

7) What sort of time will it require to set up PHW for our use?

It is ready now...NAPHA can begin benefiting from the site immediately. Any cosmetic changes/link additions can be rolled out in tandem with NAPHA using the site to generate revenue and start getting its message and campaigns out.

8) What sort of time will it take to change the NAPHA site?

What specifically are we talking about here? Currently NAPHA has a link to PHW.

If you are going to rebuild the NAPHA site, I would not recommend investing in changing the current site. I would recommend a total site rebuild.

Time frame depends on NAPHA...I can work as fast as NAPHA can supply the information, new images, graphics, etc. If I had all the creatives, I could get the site built in 30-45 days once we have a final design concept settled on.

9) Do you have any thoughts about the JOR site? We need online access for members to input and track their hours.

I would have liked to see what features Lionel had built into the program. What things were tracked, just time? Did it have a beautiful user interface, or was it basic looking? What about functionality? Was it a basic time tracking program, or did it have a lot of bells and whistles? Would a new tool have to be branded with JOR, or could you use a free online option if one is available? I have to do some research to see what is out there and what would be the best fit once I have a better understanding of what is needed.

10) Your fee for converting these sites? Is that at \$15.00 per hour?

PHW Site:

You have me for up to 10 hours a week for PHW until April 27th. This includes technical updates, basic site additions, like creating RAC profile pages, creating links, creating groups, consulting, training etc. Anything in addition to that would be at \$15.00 per hour.

NAPHA Website:

Current site updates to perform any maintenance or updates would be at \$15.00 per hour.

New NAPHA Site: Build a site of similar size as current site (as far a content/ page numbers) \$2500.00 Flat Fee. NAPHA would need to purchase the theme. These range in price from Free to about \$90.00. Starting with a theme will reduce production time and costs, as well as offering easy site updates and maintenance.

11) How can we set up a photo contest among members for a photo to be used on our new banner (to be sent around to different events).

I suggest running the contest with a Facebook App called Offerpop. You can promote the contest from the NAPHA website, and PHW websites, as well as from the NAPHA and PHW Facebook pages.

It is accessible from desktop and mobile devices. If the contest will run for 14 days or less, it is free. The NAPHA Facebook page has less than 500 fans, so if the contest ran for more than 14 days, it would cost \$10.00.

Using social media will help with the promotion of the contest as well as build up your fan base for the NAPHA Facebook Page.

Here is the link for more information: <http://www.offerpop.com/products/social-marketing-apps/facebook/photo-contest.html>

Motion to adjourn meeting by Edie Gandy at 5:15. 2nd by Larry Redman