

NAPHA MINUTES
Conference Call
May 8, 2013 5:00 PST

Roll Call:

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

Treasure Report:

Reconciliation Summary included at the end of these minutes.

Old Business:

Nationals Update;

Danell Adams was given authorization to sign the LAEC contract for the California National Show. Ideas were posed to create a Saturday evening performance to include

Motion to authorize payment of venue deposit for \$1000, by Danell Adams. 2nd by Edie Gandy.

Horseshow.com Contract:

The issue of compensation generated by this site was discussed in relation to tax income for NAPHA as well as Judges participating as paid clinicians. Also, a question about the maintenance of amateur status by the participating judges. The idea of amateur clinicians donating income to NAPHA may address the problem. More legal research needs to be done to be sure amateur status is not adversely affected.

New Registration Committee:

Larry Redman is our board liaison on the Registration Committee. He gave a briefing on the new committee and the selection of the new committee Chair, Steve Todd. A current member registration issue was also discussed and is being researched by Arlynda Castro and this committee. The RC will ultimately forward their recommendation on the matter to the board.

Committee Updates:

The RAC is in the process of affirming participation by members on the various committees. The Board is also assigning board members to liaison each committee in hopes of enhancing participation and results.

The Judges Accreditation Committee was amended to read Judges and Stewards Accreditation Committee. It was posed that this committee should also be a mix and not be comprised solely of judges. Knowledgeable people, who are not judges nor stewards should be included. Bonnie Gallegos agreed to serve as board liaison with her status as an experienced judge and steward.

A Marketing Committee has been developed for the purpose researching more promotional opportunities. Edie Gandy will be the board liaison.

Danell Adams will be working with the JOR Committee to develop more NAPHA involvement with the American Competitive Trail Horse Association for more Trail Events.

Rule Change Request:

A California member asked the Board to reconsider allowing members to be ring stewards even though their family is showing horses. The board elected to maintain the current rule which does not allow anyone to be a ring steward if members of the family are showing. It is believed that the current rule eliminates any perceptions of conflict.

Welcome Letter for New Owners:

Our membership committee, Chaired by Manny Brito, has kicked into high gear with their eblasts and membership drive. A letter has been drafted to send to new owners of Peruvians when CLRC receives the registration transfer request. The board wishes to thank Manny and his team for their extraordinary efforts!

NAPHA Website and Peruvian Horse World:

With the purchase of PHW and the need for a new webmaster, the board reviewed a proposal submitted by Laura Mesia to continue her services on the PHW site and to develop a new website for NAPHA's main site.

Motion to accept the engagement letter for Laure Mesia to continue her services with PHW for \$300 per month (and \$15 per hour thereafter) as an independent contractor, not to exceed established amount without board approval, by Chris Austin. 2nd by Bonnie Gallegos

Motion to engage Laura Mesia as an independent contractor to redesign the NAPHA website for a cost not to exceed \$2500 and to be inclusive of the JOR revision, by Larry Redman. 2nd by Danell Adams

NAPHA Promotional Ads;

While still exercising due caution with limited funds, the board is going forward with some promotional options through magazine ads. A one page article and ad was published in the May publication of Horseman's News with distributions in 5 western states. A second ad was submitted to Cowgirl Magazine, which has a large distribution list and targets women who are equine enthusiasts. This ad and article will be out in June.

New Business:

Rules Document:

Some corrections need to be made in our current rules documents. The board wishes to remove fee amounts and has discovered a few other minor conflicts that need to be corrected. Bonnie Gallegos and Danell Adams will work with the rules committee to correct the document.

Marketing Action Plan:

The board is coordinating expenditures with some new marketing strategies. Some sponsorship strategy ideas have already been submitted and the board is reviewing the packages presented. The board will try to develop and utilize these options to offset monthly expenses

Show Conflicts:

There continues to be some problem with shows in the South being scheduled too close to each other. While this is currently a regional club issue, the board is still very concerned over the conflicts being created by these shows in such close proximity, which also creates very small shows. This is not good for the clubs and certainly not good for showing our horses. The board discussed considering the implementation of a rule to prevent these conflicts from continuing. It was decided to turn the issue over to the rules committee for consideration and possible recommendations to the board.

Motion for executive session at 7:15, by Danell Adams. 2nd by Gene Pepe

Executive session closed at 1935.

Motion to adjourn at 7:40 by Chris Austin. 2nd by Danell Adams

NAPHA
Reconciliation Summary
 Citibank, Period Ending 03/26/2013

8:55 PM
 05/07/13

	<u>Mar 26, 13</u>
Beginning Balance	54,157.72
Cleared Transactions	
Checks and Payments - 18 items	-5,249.29
Deposits and Credits - 12 items	15,976.98
Total Cleared Transactions	<u>10,727.69</u>
Cleared Balance	<u>64,885.41</u>
Uncleared Transactions	
Checks and Payments - 5 items	-627.58
Deposits and Credits - 6 items	350.00
Total Uncleared Transactions	<u>-277.58</u>
Register Balance as of 03/26/2013	<u>64,607.83</u>
New Transactions	
Checks and Payments - 29 items	-10,551.53
Deposits and Credits - 4 items	9,596.43
Total New Transactions	<u>-955.10</u>
Ending Balance	<u>63,652.73</u>

