

AGENDA

Conference Call

July 2, 2014 5:00pm PST

Attendees:

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

Staff: Arlynda Castro

Call to order: 5pm PST

June meeting minutes: approval of minutes.

Completion of yearly insurance forms: Submitted to insurance company, will request additional information regarding internet liability insurance for review.

Drug policy: We reviewed the status of action to send the sections of the USEF policies regarding the inclusion of trainers as responsible parties to the NAPHA rules committee for examination and suggestions. Reviewed and confirmed that this item needs to be sent to the rules committee for input on the section in question (no need to send entire document).

Show Zones: Need to carry out small group calls – identify the regions where we need to have the discussions and call before next meeting. (Danell and Pam to call).

Staff Meeting:

Clarification of Peruvian horse registration process and requirements.

National show: Arlynda has received 1st national show sponsorship and will work on more when class schedule and advertising form go out.

Publication: Our newsletter is closer to ready for mailing. Once sent, will solicit responses to PHW advertising.

Executive Session: Edie Gandy made a motion for executive session at 5:30pm. Jackie Green seconded. Session adjourned 6:33pm

National show status: Show committee working well.

Premium needs to be finished soon as time is short.

River boat cruise is now an “on your own” activity.

Discussion re: classes at nationals for Amateur owner to ride, Junior, should consider adding novice? What should be the rules regarding Novice class? Some suggest a “36 month” rule vs. a 5-blue ribbon as a way to get more time and experience. This is something good to think about for future shows.

National show opportunity: Report regarding MAPHS AOC and ACTHA support: Based upon results with ACTHA after Mid Atlantic show and report, we will proceed with 2 trail events at national show: our regular trail class and an ACTHA obstacle course.

We will hold ACTHA event simultaneously but separately from national show classes in separate arena. (Second arena is no additional cost).

ACTHA staff will help us to set-up, advertise and run the event.

We need to put something in our national show premium to let people know what we are doing. Jackie will write.

Membership and membership card machine: Danell got pricing on machine, and it will cost around \$1,000 for a unit which makes one card at a time.

Is this something Arlynda can do during membership process?

We should find a sponsor for the machine, and we can also sell “pictures” as advertisement on the cards. Perhaps the first picture can be the sponsor for some period of time.

All agree the better membership card is a good idea, and sponsor and ads can likely cover any expense. However, we should wait until it is closer to membership renewal time to incur this expense to protect cash flow.

New Topics for Discussion:

Judges: The first “Judges unplugged” was a great success. The next event will be held on July 8.

We need to communicate information on accredited judges for our regional clubs. They should be able to contact the JAC to get information on judges.

Also can review the judges’ evaluation and feedback process. Chris made a motion to have the JAC create a formal feedback process for the purpose of the professional development of judges. Danell seconded and motion was unanimously passed.

Staffing: Arlynda is entitled to time off, and has vacation coming up.

She has been busy and doing a very good job, and we need to discuss best way to cover phones and e-mails during staff vacation/time off.

Will review staff HR policies.

Horse Illustrated article: There is a nice article, but we won’t make the deadline for advertising in the same issue as our article.

The advertising cost in the publication is very high. We have decided not to incur the expense of this advertising but rather we will spend money on our own publications and mailings and work on communicating to our members more.

Gold Rush: This show is at a very popular venue in Las Vegas, but it is very expensive. There are some who would like to see a national show at the venue.

This would require the venue to be “underwritten” because although all agree it’s a great venue, it is too expensive and profits would be very limited.

Location of 2015 national conference: On the RAC call, Florida was suggested as a good place for our annual meeting, with a possible clinic with a Florida farm and in conjunction with the state fair.

Texas was very popular and successful; some say California is a good location since the national show is in the east in 2014.

We discussed and decided to ask the RAC to poll membership for suggestions/preferences.

Motion to adjourn: Danell made motion to adjourn, Carolyn seconded. Meeting adjourned 8:19pm PST