

AGENDA

Conference Call

June 3, 2014 5:00pm PST

Attendees:

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

Staff: Arlynda Castro

Call to order: 5:10pm PST

Staff Meeting:

Check on newsletter timing. Target was 1st week of June.

Arlynda was waiting to send national show advertising flyer – to mail along with the newsletter. She can e-mail Laura and find out the status of flyer.

Spoke with Naomi and Lucho regarding advertising next OK show in the national program. Naomi is going to help us get sponsorships and ads for nationals.

Thanks for Arlynda's good efforts and helpfulness – the board is appreciative of these positive contributions.

Working on org-pro and reviewing non-member horses from 2013. Doesn't affect year-end awards. The goal is to set up a field on the NAPHA web-site to post lifetime award points through 2013 season. 2014 org-pro points and horses are up! Generating good questions.

May meeting minutes: approval of minutes. Chris Austin made motion to accept, Carolyn seconded, unanimously approved.

Finance Report: budget information was sent out recently, current balance around \$55,000. Budget included '12 and '13 for reference, and projections for '14 so we can watch our expenses and shoot for our income.

National show status: Carolyn says staff list is completed and progressing well. We are in the process of changing the names on the contracts due to rearrangement of the staff. Edie made a motion to accept contracts for Show Manager, Show Steward, Ring Steward. Chris seconded, unanimously approved.

The committee needs to get a group committed to bring food for meet and greet. Manny is busy putting together a memorial for Charles Melton. Committee is investigating River Boat Cruise availability, and we are getting very close to the deadlines for the premium. It would be nice to have a page in the premium about the cruise ... so need to finalize.

Silent auction is in planning –Joyce is looking for someone to handle at the show.

Ads/sponsorships just getting started.

Awards are already paid for (budget amount already took this into account).

Ribbons will be around \$2000-\$2300. They should be sent to Carolyn who will be driving and can take them to the show.

We need to know if there is a security charge at the facility. Need to check with Joyce. If there is, then we need to make sure we add the typical small fee per exhibitor to help offset. Carolyn will check with Joyce and confirm to board.

We need to increase the drug fee from \$5 to \$10 due to increasing costs of vet and having vet on site for all 3 days. A motion to accept this fee increase made by Carolyn. Chris seconded, unanimously approved. Carolyn needs to make sure Kelly knows about this for the premium.

Drug policy: After discussing with several experts/vets, we decided that it is best if we defer to the USEF drug policy and rules. There are some administrative policies that need to be examined and possibly revised to match our process and communications at shows/exhibitors.

USEF includes trainers in the sanctions. It is important to include the trainers in the loop, but this area will require us to educate our trainers. We must have this section translated into Spanish so that the trainers can understand the ramifications of these rules.

In addition to administrative policies for discussions, we can have our rules committee examine the actual sanction levels/fees/language and process used by our organization in order to keep it consistent with our own policies and needs.

Chris made a motion 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. Edie seconded, unanimously approved.

Show Zones: RAC is aware of the “zone” distance and timing discussion. We would like to also have conference calls with some of the members in the most effected zones. We would like to get some ideas and suggestions for how the clubs in close proximity can work together on the difficult issues regarding scheduling and locations for shows. Danell and Pam can get on the phone with some of these people to try and figure out some compromises.

Since reservations are already in place, perhaps the efforts can't be put into place before 2016.

We will also try to discuss with the club presidents, discuss 600 mile rule then see what else there is to discuss.

Publication: We have lots of information for our first newsletter, but we need to get it out. Can be discussed at next marketing committee meeting.

Rescue committee: A suggestion is still being discussed to look into whether or not there are mechanisms to help with communicating about rescue horses. One thing under consideration is to include links to rescue organizations –to provide information to those that might need it. We will still

help with late registrations etc. on case-by-case basis. Perhaps RAC could solicit clubs as to good rescue locations in their areas for this information and then we can get links posted.

Perhaps we can get this information into the next printed newsletter issue.

JOR: Need to work on points, communication, organization. There is some enthusiasm to take on some new people and do some more work. On-line records are working. Is there are way to better capitalize on this valuable resource? We want to send congratulations to Julie Mccahey of Little Rock, Arkansas for exceeding 250 trail hours and earning her JOR jacket.

PHW Packages: Chris and Danell had a conference call with Kerry, Arlynda and Laura. Arlynda will make calls and mailer and is leading the project for national show advertising. Naomi is assisting. There are a number of different packages available. Laura developed an eye-catching ad for insertion in our publication.

Strategic plan: Reviewed the notes regarding where we are now – strengths and weakness. We need to review some more before we discuss “how do we get there” section. Next we need to identify the main points (such as budget weakness) to consider. We would like to have items ready for discussion by national meeting in 2015. Structure needs to be simplified – Danell will e-mail us a structure example so we know how to distill and fill in our ideas.

For example: Budget/Financial (main topic)

What’s the issue? The ability to maintain an ongoing working budget. Lower breeder numbers, membership, etc.

Where do we want to go?

And finally....say “How do we get there”?

New Topic re: declining breeding numbers. Discussed ideas about how we can encourage people to continue to breed good horses to offset declining numbers. Ideas include:

We should consider asking RAC to write down “who is breeding” in our areas.

Increase marketing and communication.

Stallion service auction ideas/ get belly leases on mares.

Identify horses who could make a contribution to the breed’s quality.

Create some type of incentive for breeders to want to breed more horses....can there be a monetary incentive?

“Ranch Sorting” concept?

Develop a new improved type of “futuraity” system and consider the idea of including something with national show and grow it...? If money and futuraity are involved, shows and judging will need to be made very consistent and focus on specifically defined desirable qualities.

Consider the national show week concept again. Start examining how we can get going with consistent judging—even if it’s small steps.

Create an entire show around the higher quality horses? This was one of the concepts regarding holding a show of the “national “ winners, to create a whole additional level of value and quality horses.

We need to do things that increase the values of our horses. Examine how this works in other breeds. Research what we did before and how it can be improved and managed properly.

So strategically: Where do we wish to go? Increase the dollar value of our horses!

Off agenda items:

Don’t forget the RAC call on the 17th.

A question as to whether trainers should be required to be NAPHA members has come up. We should discuss more to examine the pros and cons....and how it would work, but all agree it would be good to make them more accountable. We will discuss and see how membership feels and consider for 2015.

In regards to this, Paso Finos have a “trainer of the year” award – that’s selected by the trainers themselves and it works really well. We will look into something like this to see if this new thing would be beneficial for our breed. Edie will get some further information on the topic.

Discussed re: possible raising of membership dues. We need to know last time the dues were raised and consider what to do. Perhaps encourage the increase to go into effect in 2015 but anyone who signs up for auto-renewal can have their fees “locked” for the year.

What happened with the membership committee and the proposed membership tiers? It needs to be discussed further – currently blocked due to concern about any raises, but the tiers allow some lower and some higher membership fees.

What about the machine purchase and making a nice membership card?

Danell looking into machines that could add pictures (selling ads for cards) – it’s a little expensive, so will review after national show and see if we can afford to proceed. It’s an opportunity to get discounts/sponsorships/give people some additional value to their membership dues.

Motion to adjourn: Carolyn made a motion to adjourn at 10:30pm. Jackie seconded. Unanimously approved and adjourned.