

## **2005 AHR Annual Membership Meeting Minutes**

The 2005 Membership Meeting was held at the Ashland Fairgrounds in the old skating rink on Thursday October 20th. The dinner was catered by Susie A. Raber of Baltic Meats. Committee reports were handed to members as they entered the room. Eleven of the twelve directors were present for the meeting. President Paul Sutton gave an opening address.

Dave Wilson presented a check of \$30,000 from his sister Gladys Donovan's estate to the American Haflinger Fund for the D. Lee Wilson Jr. Memorial Scholarship. The winners of the Youth contests were announced.

The remainder of the meeting was an open forum with suggestions and comments to the board. Large paper was mounted to the walls and suggestions were written for each committee as they were mentioned. Most of the comments were about the financial situation.

Several members questioned the board on rescinding the \$5 per mare on the stallion breeding report. Danny Inabinett and Theo Hug tried to explain how many people complained to the directors about this charge and that the board felt the need to take action on this matter. There were several suggestions about increasing revenue for the registry. Increasing dues to \$50 was suggested by many members.

Ideas for the sale committee included charging for sale catalogs to the members. Since we have 2600 members and only about 400 come to the sale, the idea was to save money on the 2200 members who are not interested in getting the catalog. There were questions if we should continue the sale. A postcard was proposed to invite members and non-members to the sales. Creating consignment flyers and raising the commissions were also advised. More pictures on the website for sale horses were encouraged. (If consignors placed a picture in the catalog, it was also on the website.)

There was a discussion on promotion, advertising, and the magazine. Most members felt a breed magazine was a better venue than a newsletter magazine. Better marketing for advertising was discussed but low circulation numbers are a problem with national advertisers. Someone suggested printing 10,000 copies which seemed to be the number that national advertisers are looking for in circulation numbers. TV promotions were mentioned and President Sutton has talked with the new Horse Channel and they have our promotional video. Marketing to 4-H groups was discussed. Willie Lehman told what the Indiana Association and the University of Purdue had accomplished this year working with the 4-H. Mike Bobal and Bob Duvall are also working with the Pennsylvania 4-H group for a similar program. It was suggested that the Youth program become involved with 4-H groups also.

Dave Ayers asked why two members of the board had resigned. Paul Sutton asked Bill Hendershot and Dirk Young if they wanted to answer that question. Bill read from a prepared speech that he felt his management style was not the same as the majority of the members on the board and he was frustrated at the direction the board seemed to be going. Dirk read his letter of resignation which also stated these same concerns.

Bill Hendershot explained how the Judges Committee was formed last year and how this year the clinics were privately run.

The meeting was adjourned.