

**Approved Minutes of the AHR Board of Directors
Conference Call Meeting – April 21, 2004**

President Paul Sutton called the meeting to order at 8:11 p.m. Directors Duvall, Greenisen, Hendershot, Hug, Inabinett, Leisure, Rousseau, Sutton, Wallace, Yoder and Young were present. Emily Smith was absent. AHR Office Manager, Ruth Schwab, and Recorder, Karen Young, were also present.

PUBLICATIONS COMMITTEE: Gary Leisure

Leisure stated that the Committee is looking at ways to reduce the cost of the magazine while increasing the number of copies published and also trying to reach new markets, such as non-member/non-owners. Several goals are to: double circulation, create a bank of high quality photos and articles, increase advertising, re-assess advertising fees and offer new sections (i.e. articles and “Ask the Vet” column by veterinarians). Schlabach Printers are researching the cost of producing plastic bag covers for the magazine which would provide additional mailing capacity. The Committee questioned whether it is best for AHR to lock itself into a theme each issue. It was conveyed that the stallion issue is a theme issue that works well, but that other issues perhaps should not have a definite theme. Increased advertising continues to be a goal.

Cost figures for the last two Haflinger Horse issues were as follows:

Feb/Mar 2004 cost was \$3.52 per copy (\$3.02 printing plus 50 cents postage)

Feb/Mar 2004 total copies were 2,546.

Feb/Mar 2004 total cost was \$8,945.

Feb/Mar 2004 total advertising dollars raised \$9,000 (\$1,500 over goal).

Apr/May 2004 cost was \$2.92 per copy (\$2.48 printing plus around 44 cents postage)

Apr/May 2004 total copies were 1,800.

Apr/May 2004 total cost was \$5,169.

Apr/May 2004 total advertising dollars not available, but estimated at \$6,000, under goal by \$500. It was noted that the Apr/May issue is traditionally the most difficult issue to sell advertising space for.

**Note: Design and Advertising Coordinator's cost is not included in the above figures.*

The Board discussed the need to campaign for subscriptions and incorporate subscription information into existing ads. It was confirmed that the Publications Committee would be driving the improvements mentioned above and that they are still working on a plan to attract Haflinger owners to the magazine. Discussion of the Heavy Horse Program utilized by the AHR office staff determined that the program may be able to provide a list of non-members. Postcards could then be sent to the persons on this list encouraging them to become magazine subscribers.

PERSONNEL COMMITTEE: Paul Sutton

Discussion began regarding the renewal of Melanie McKean's contract as design and advertising coordinator for the Haflinger Horse magazine. All Directors in attendance confirmed receipt of the information Sutton faxed to the Board this afternoon. It was agreed that a full year commitment with both parties having the option to terminate would best suit each party's needs. Discussion followed regarding proper year-end bookkeeping procedures per auditors. Joel Greenisen pointed out that the audit report for 2002 was complete and that January 1, 2003 records should have been accurate. The importance of line by line accuracy of numbers was also noted. Bob Duvall suggested a monthly income and expense report be generated and provided to all Board members. It was agreed that a monthly report would be provided to Board members by the AHR office and that if the monthly reports were found to be unnecessary, quarterly reports would replace them.

With no further discussion, *Gary Leisure moved to renew the contract with Melanie as proposed with modifications concerning termination of services as previously discussed. Hendershot seconded. Motion passed unanimously.*

Levi Yoder mentioned that a draft of the budget had been faxed to all Board members on 4/21/04. It was agreed that final 2003 results in this same format must be in the hands of the Board before further discussion could take place, and that if needed, 2 or 3 days before the next conference call.

President Sutton stated that he would like to hold a conference call regularly once a month (i.e. the first Wednesday of each month). With no opposition to this idea, it was suggested that data (such as budgets) be sent to the Board at least two days prior to the meetings to give Board members sufficient time for examination before discussion.

At this time, Bill Hendershot reminded Yoder that there will be committees this year with expenses that have not had expenses in the past (i.e. Rules & Regulations Committee). Yoder, so noting, stated he had budgeted \$4,000 for the Rules & Regulations Committee for 2004.

Dirk Young asked what the status of the **AHR VIDEO** was. Sutton stated he did not know, as he had put a call into Lee Golinello earlier today and had not heard back. It was also noted that the video was suppose to be in the Board's hands a week ago.

JUDGE'S COMMITTEE: Bill Hendershot

Hendershot stated that the five-page Judge's Application packet is complete, has been approved by Committee and is ready for copying and distribution. The Judge's Accreditation Requirement is also done, including a Judge's Applicant Reference form, cover letter for Judge's Applicants, cover letter for carded judges. Judges cards have been produced by the AHR office, signed and ready to be laminated and distributed. Judges Evaluation Form has been generated for the judges for each show manager when judging to be returned to the show chair.

Two Judge's Clinics have been organized, one in Ashland, Ohio in June (17 confirmed participants) and a second in Skaneateles, New York (14 confirmed participants) in

August. Paid registrations have been received from FL, AZ, NJ, CO, NY, OH, PA and Canada. A Clinic Evaluation Form has been generated to evaluate the quality of each clinic and help us improve as they progress. Individual badges are being generated for each clinic applicant and will be passed out with other material the day of the clinic. An activity report on this committee's work has been written and is ready for inclusion in the next magazine.

RULES & REGULATIONS HANDBOOK COMMITTEE: Bill Hendershot

The Committee has taken information previously compiled by Committees and currently has the majority of information (i.e. Statement of Position, DNA, stallion service, AHRY, etc.). The Committee is currently waiting to hear from 3-4 more committees. Show rules, which consist of 23 pages of information, and in particular, safety and dress code issues, are still being finalized. The handbook, which will be sizeable, will be presented to the Board for review after the Committee reaches final approval. The handbook will be formatted in either a 5 ½" x 8 ½" or a 8 ½" x 11" size, with a cover, index tabs for easy location of information and will have a loose leaf binder which can be easily updated. Initial cost quotes are between \$1.92 and \$3.99 each, but finalized costs are still being determined. The handbook will be provided one time to all AHR members. Additional copies will be available at the AHR office for distribution to new members. There will be a cost to members who wish to replace a handbook. Handbook is to be updated annually and it is imperative that the information be kept current. It was suggested that an issue date be put on the bottom of each revision. Hendershot noted the tremendous amount of hours the Committee has put into this project, especially by Anita Sweeney. The project is 2/3 done and initially there will be 2000+ copies made. Estimated cost is at least \$4,000 for the cover plus additional costs of printing. A final cost quote will be given to Yoder by Hendershot. Rousseau questioned the ease of changing the book as rules changed. Hendershot confirmed the loose leaf style would easily allow for any change adaptation and added the importance of including the revision date on all changes. After brief discussion, it was agreed that a realistic cost for each completed handbook would be \$3.00 to \$4.00 each.

PLANNING COMMITTEE: Bill Hendershot

As liaison to the Board, Bill Hendershot gave the Planning Committee Report. He noted that Chairperson, Barb Dickison and the entire Planning Committee have made great strides and are coming to Ashland, OH May 1st for an in-person brainstorming session. Results of this meeting will be shared with the Board of Directors for their additions, deletions or approval. A Haflinger Horse magazine article is also being written to update the membership on the Planning Committee's activity.

The Committee's major goals are as follows: Develop a sound financial structure that would provide funds for growth of the organization, create proposals for Board consideration regarding building or purchasing a national office, develop a strong marketing program, develop educational programs to assist the membership in their growth and develop a single Haflinger registry in the United States.

PEDIGREE COMMITTEE: Dirk Young

Young stated that the gelding certificates continue to be a problem and that the Committee is considering modifying the existing rule regarding those. DNA results are getting better. Health issues arose with a stallion and several mares and that situation offered insight into the value of the stallion reports. Ruth added that the office is within two days of processing transfers now and also noted that mares needing DNA, new transfer forms not being properly utilized by members, gelding certificate and the problem file continue to be issues. She also added that 65 additional stallions have been DNA'd since the last published list, bringing the total DNA listed stallions to approximately 560. Rousseau questioned whether there were any problems with non-qualified parents and Schwab confirmed there was no problem to date. Greenisen stated that this year's fillies will be the test. Young added that the Committee would like to propose, based on member survey feedback, that all male horses be DNA'd unless they are gelded prior to registration.

SALE COMMITTEE REPORT: Danny Inabinett

Total consigned to Ashland June Sale is 318 head (102 geldings, 25 stallions and 190 mares). There were 3 outs and no turn aways. Melanie is currently working on the sale catalog.

POINTS & AWARDS COMMITTEE: Danny Inabinett

Inabinett stated a hard copy of the Committee's proposed program will be sent to the Board next week. It remains a question how AHR is going to fund the program. A \$3,000 budget has been given to start, with hopes of the program eventually becoming self supporting. Inabinett suggested that there would be a one-time fee (possibly \$5 or \$10) to enroll in the program. It was suggested that participants would be provided with an application that would be filled in by show managers throughout the show season. Year-end awards would include both monetary and trophy awards in areas such as pleasure shows, trail rides, competitive trail riding, pleasure drives, etc., with a little something for everyone. Guidelines will be included in the Rules & Regulations Handbook.

PROMOTION & ADVERTISING COMMITTEE: Bob Duvall

President Sutton announced that Bob & Cele Duvall are working on the advertising portion of the promotion committee. With that said, Duvall stated that the first Annual West Virginia Horse Expo will take place this year and asked if AHR wanted to be represented there with their booth. Cost is \$200 for booth space and \$50 for ad space. It was confirmed that this money would not be under regional support since it is the AHR promotion booth. Duvall confirmed that both riding and driving Haflingers will be provided for the event.

MEMBERSHIP SURVEY COMMITTEE: Bob Duvall

Duvall shared the following Membership Survey timetable:

4/14 First draft distribution to Committee

4/23 Return drafts to Ken James's office
4/30 Recompile and send second draft to Committee
5/5 Conference Call with Survey Committee
5/12 Final draft completed for Committee Review
5/19 Send final draft to AHR Board for approval
9/1 Deadline for members to respond
9/30 Tabulating deadline
10/1 Submit results to Board of Directors
Follow up presentation to members at Annual Meeting
Follow up report printed in Dec/Jan Haflinger Horse Magazine

It was noted that to date the Committee is on schedule with the timetable and that the membership survey would be sent as an insert in the magazine shipping bag.

PROMOTIONS COMMITTEE: Paul Sutton

President Sutton stated the Committee is doing well. Mary Procopio has joined the Committee, replacing Jennifer Rousseau. Mary has submitted a three-page report which included encouraging AHR to support dressage events (i.e. Dressage at Devon, Dressage for Kids, USDF). Rousseau added that AHR needs to get some of its best horses at these events (especially Dressage at Devon) as they offer another lucrative market for Haflingers. Sutton stated that regional groups are doing a great job promoting the Haflingers at Horse Expos in several regions such as Indiana, Illinois, Rocky Mountain, Ohio and the Northeast. Inabinett questioned whether AHR was still supporting state fairs. Sutton responded positively and mentioned that the state fairs offer some of the largest exposure for the Haflinger. It was confirmed that the same application for funds is being used as was in previous years. Sutton stated he felt having the AHR booth at sales was worthwhile and that funds generated by the AHR booth at recent sales were as follows:

Keystone (PA) \$4,792

Mount Hope (OH) \$4,310

Delaware \$2,278

GLHA \$4,126

(The above figures include store goods, DNA forms and memberships.)

INSPECTION & CLASSIFICATION: Jennifer Rousseau

Rousseau stated the following four dates have been established for 2004 inspection and classifications:

Friday, August 27th in Skaneateles, New York

Sunday, September 12th in Lynden, Washington

Friday, September 17th in either Shipshewana or Grabill, Indiana

Saturday, September 18th in Windsor, Ohio

Larry Smith from Michigan will be one of the three judges at each of the four locations. Michael Keatley and Hannes Brambock from Austria will be the other two judges in New York. Additional judges are still being finalized for the Washington, Indiana and Ohio locations. Policies and procedures scorecards have been finalized for 2004 and turned over to Bill Hendershot for inclusion in the Rules & Regulations Handbook. An Inspection & Classification Registration Form will be in the next magazine and Ruth will also be given some to have on hand in the office.

Four requirements must be met to have a horse inspected. They are:

1. Have a completed registration form on file.
2. Provide a copy (front & back) of the horse's pedigree, showing current owner.
3. Provide a copy of the horse's DNA results.
4. Payment

Initial feedback from Indiana and Ohio have 20-30 horses at each location. Rousseau stated she will get packets out to Hendershot for the New York location as well as additional classification registration forms printed up for the Indiana sale.

Young moved to adjourn. Inabinett seconded. Meeting adjourned at 10:08 p.m.