

AHR Board Meeting Minutes

March 2, 2005

Present: Duvall, Gibson, Hendershot, Inabinett, Jameson, Rousseau, Smith, Sutton, Yoder, Young

Absent: Hug (excused for illness), Leisure

Also present: Office Manager Ruth Schwab, Recorder Anita Sweeney

Clerk: Gibson

Meeting called to order by Paul Sutton at 8:13.

|  |  |
|--|--|
| <p><b>Old Business</b></p> <p><b>I. Ask the Board Questions and answers for February</b></p> <ol style="list-style-type: none"><li><b>1. Timing of Financial Report</b></li><li><b>2. Necessity of Stallion report and charge per mare bred</b></li><li><b>3. Location of AHR sales</b></li></ol> <p><b>II. Financial reports printed inside the magazine vs. as an insert-- Hendershot</b></p> <p><b>II. Proposed magazine addendum for registry business as insert—Rousseau</b></p> <p><b>IV. Board documents as attachments to emails—Hendershot</b></p> <p><b>V. Review of May 2004 BOD meeting tape segment on magazine finances—Hendershot</b></p> <p><b>VI. Promotions Committee membership</b></p> | <p>Responses to Questions 1 and 2 have been drafted and approved for publication. Response to Question 3 will come from Inabinett soon for BOD review.</p> <p>Hendershot moved, Duvall seconded that the financial report goes in the magazine rather than an insert. There was discussion regarding the importance of having a record in the magazine. Approved without objection.<br/>Point of information from Young: Last year the reporting and advertising of registry business accounted for around \$12,500 worth of magazine space, calculated using current advertising rates.</p> <p>Rousseau moved, Hendershot seconded that an insert be developed that is an additional publication (addendum) stapled together in a magazine addendum format to include the stallion list and member list and any other additional list or information that is deemed appropriate to be included. Publication Committee is to determine which issue is best to include this insert, preferably a lighter weight issue to help with mailing costs. Approved.</p> <p>Discussion regarding attachments to the Yahoo Group messages vs. being uploaded into the Files Section. Smith moved and Young seconded that email attachments won't be allowed on the Yahoo group and all attachments/documents will be uploaded to the Files section. Approved.</p> <p>Young originally requested that the May 2004 BOD meeting tape be listened to regarding the publication finances. Discussion followed on whether tape should be reviewed. Hendershot moved and Smith seconded that the BOD tape be reviewed. Paul had agreed that he would write a message to the members and explain the magazine's financial report in the President's message in the next magazine. Paul explained what he had submitted to the membership for the April/May magazine issue and Hendershot withdrew the motion.</p> <p>Duvall advised that last month he had mistakenly asked the BOD to approve subcommittee members for the Promotions Committee, when his intention was that the actual Promotion Committee have only 5 people, and additional subcommittee members be chosen to represent regions. The regional subcommittee members were intended to be in an advisory capacity only, not as voting members. Also Mary Procopio and Barb Dickison were inadvertently left off the list and need to be approved by</p> |
|--|--|

|   |   |
|---|---|
| <p><b>VII. Follow up from HBO/AHR negotiations</b></p> <p><b>VIII. Employee Handbook status</b></p> | <p>the BOD as a Promotions Committee members.</p> <p>Rousseau is concerned that 5 committee members doesn't represent the full interests of the country or fulfill the directive discussed at the December meeting of "a large and diverse committee". There was a long discussion as to how the registry needs to market to potential Haflinger buyers— both the high end sporthorse buyer and the grass roots pleasure market - and further discussion as to the "function and operation" of the Promotional Committee. Sutton praised the Promotion Committee on the work that has been done so far this year. He thinks they should be allowed to run their committee the way they have set it up and how they want to do it. Sutton suggested that co-chairs Duvall and Bobal devise a compromise plan for membership of the committee, possibly by expanding the committee size up to at most seven members, and return it to the BOD by email. There were no objections.</p> <p>HBO President John Cisler and AHR President Sutton have talked 4 times and Young has talked with Cisler once. A counter proposal is anticipated. Rousseau and Hendershot emphasized that Young was given the role of "primary contact" to HBO, through BOD action taken at the last meeting.</p> <p>Sutton states that the Employee Handbook is being worked on.</p>   |
| <p><b>II. Office Report—Ruth Schwab</b></p>   | <p>Ruth Schwab reported that the staff now have their own email address using sbcglobal.net and will phase out AOL - ahrsue, ahrtana, ahrshelia. Ruth monitors the ahaflinger@sbcglobal.net address. Sheila has completed the Keystone Sale except for 5 problem transfers. Tana is entering memberships. There were 1,387 last year at this same time and she was caught up. This year there are 1,611 and she isn't caught up yet. There are still about 200 on her desk.</p> <p>110 non-member surveys were returned which included - 78 new memberships, 2 youth memberships and 1 magazine subscription. After the mailing costs there is \$856.68 surplus to date. The mail out was successful.</p> <p>The AHR Handbook is being compiled for inclusion on the website.</p> <p>There are 131 stallion breeding reports not filed as yet for 2004. There are currently 697 licensed stallions. 51 breeding reports were received from stallions that did not breed any mares.</p> <p>A vendor requested a mailing list in exchange for a percentage of the sale of little trucks (semi's) which sell for about \$75 each. They have the AHR logo and nice pictures of Haflingers on them. He had some at the Keystone sale, which were a hit with the people there. The AHR logo is on the truck and he will donate \$5 for each truck sold for the use of the logo. Ruth suggested that he place an ad in the magazine and that a sample one can be available for people to see at the AHR promotional booths at various events.</p> <p>A business card came in from an AHR breeder who is using the horse head from the AHR logo on his business card. There were questions about whether the rights to the original painting by Barb King is owned by AHR, and whether it is copyrighted. Ruth will check with Barb King about the ownership.</p> <p>Comments from many directors to Ruth on a job well done and a complete report.</p> |

|   |   |
|---|---|
|   |   |
| <b>II. Committee Reports</b>  |   |
| <b>1. Points and Awards</b>   | Inabinett is going to fax the revised report to the BOD for final approval. Ann Walton has made the changes which were requested. Edie Ferguson & Doris Thomas were asked to be approved as committee members. Edie is a Haflinger owner and a school teacher who works with 4-H. Doris Thomas is from New Jersey and is involved with ADS and open shows, etc. Hendershot moved to accept. Rousseau seconded. It was approved.   |
| <b>2. Promotion Committee</b><br><b>a. Banner</b>   | The committee has ordered 10 banners with the AHR logo and photos from members representing different Haflinger disciplines. The 10 banners already purchased are the sole property of AHR. Anyone wanting to purchase this large 4 x 8 banner for \$300 must do so through the AHR. The ten will be sent to Barb Dickison. She will send them out to regional groups and will track them so that she knows where they are at all times. Add on 1 x 8 banner and no picture would be \$120 - with pictures, \$135 (more than one color added would be a \$32 cost added to each banner). They would be for sale only through AHR. Two add on banners have been purchased already. These 1x8 banners must also be purchased through AHR. |
| <b>b. Policy regarding exchange of donations for advertising</b>  | Duvall states they are beginning to work on it but as yet no policy is available to review.   |
| <b>3. Membership Committee Results of non-member mailing</b>  | Duvall said he didn't need to add anything to Ruth's report.  |
| <b>4. Publications Outside Advertising Sources</b><br><br><b>Events to be covered</b><br><br><b>What percentage of Magazine is "registry" Business?</b> | Leisure not present so there was no publications report.  |
| <b>5. Website Committee Update on progress</b>  | Theo not present but he had given information to Sutton that within a week the website will be finalized as to plans. Within a month it will be implemented and within 5 weeks it will be completed.  |
| <b>6. Pedigree Committee</b>  | No report   |
| <b>III. New Business</b>  |   |
| <b>1. New Corporation 501c3 Status</b>  | Sutton asked that BOD consider this item early in the meeting because it has to be underway and in place by April 1. The AHRY scholarship award program needs donations but it needs to be set up under a 501c3 status to allow donations to be tax deductible. There was a meeting with the accountant and Young said they had the idea of adding more to this program than just the scholarship fund and to also include the national show and a future building fund. Entry fees, sponsors, etc. can fall under the tax deductible write off. It must have some type of educational benefits and a horse show falls under that category. ADS is run under this status and local  |

|  |   |
|--|---|
| <p><b>2. Choosing Directors and Naming Corporation</b></p> | <p>shows in NY have been run under this status. There would be tax free advantages for any estate donations and would eliminate inheritance tax issues. The consulting accountant was very comfortable about the show falling in this category and that a building fund would also qualify as a future office space that would house educational books or part of the office could be designated as a museum. Scholarship funds would stay in the scholarship program or could be designated to whatever fund would be appropriate. The cost will be between \$2000 to \$3000 in fees for paperwork to submit to the government, the lawyer is \$700, plus a \$150 filing fee. It will be a separate corporation from the AHR registry and no money can transfer back to AHR from this new organization. It will be the tax deductible portion of AHR, but run and managed by a separate board of directors. It is not recommended the name foundation be used because then any member of the public could apply for scholarships and our preference is that those funds be limited to members only. Hendershot moved, Inabinett seconded, that AHR proceed with the development of the new corporation. No objection Approved</p> <p>Proposed Name: American Haflinger Fund</p> <p>Rousseau moved, Smith seconded. No objections.</p> <p>Board: Seven directors to be listed. They are Carolyn Sutton, Paul Sutton, Carol Hummel, Chuck Kohler, Chuck Hendershot, Dirk Young, Dave Wilson</p> <p>(Youth chair, National Show chair, Finance chair, Planning chair and President)</p> <p>Hendershot moved, Young seconded. No objections.</p> <p>Gibson asked where the funds would come from to start the organization. They decided that it would come from AHRY but not from the scholarship fund portion.</p> |
| <p><b>Executive Session</b></p>                            | <p>Young moved, Hendershot seconded to go into executive session. And Young Moved, Hendershot seconded to go out of executive session</p>   |
| <p><b>Adjourned</b></p>                                    | <p>The meeting was adjourned at 11:15 PM</p>  |
|  |   |