

American Haflinger Registry 2012 - Board of Directors Annual Meeting

Directors Present: Brian Mitteer, Andrew Yoder, Gary Leisure, Bill Jameson, Paul Sutton and Managing Director, Ruth Schwab.

Meeting called to order October 29, 2012 at 9:00 a.m. by Brian Mitteer.

Elections: President: Paul Sutton nominated Brian Mitteer, with Bill seconded. Andrew Yoder closed. Passed.

1st President: Bill nominated Paul Sutton, seconded by Andrew Yoder. Passed

2nd President: Paul Sutton nominated Bill Jameson, seconded by Brian Mitteer. Passed.

Treasurer: Paul nominated Chuck Hendershot, Andrew Yoder seconded. Passed.

Clerk: Bill nominated Gary Leisure, Andrew Yoder seconded. Passed.

Office: Ruth suggested the board think about scanning the files, so we can do away with the paper files. There was discussion of options for office space that could be less expensive including investigating the possibility of going paperless and having the staff work from home. Could we sublease a desk in our office to another company? The Waste Management contract for trash pick-up has been cancelled as of November. The service has become cost prohibitive for the needs of our small office.

Personnel: We certainly appreciated our current office staff that works so efficiently to run this Registry. Sue is currently working 4 days a week. She has worked for the AHR for 8 ½ years. Ruth has been employed by AHR for 9 ½ years.

Bylaws: The proposal of reducing the number of regions from 6 to 4 thereby reducing the number of directors from 12 to 9 was sent to the membership in October and passed. In the new structure there will be four regional directors and five at-large. The current director positions will remain but will be phased into the new regions as terms expire.

Nominating: The fall 2013 election will have 3 open seats as the directors currently serving have served 3 full terms which is the consecutive limit set in our bylaws. Going off the board in the fall of 2013 will be Gary Leisure (Ohio), Emily Gibson (At-Large), and Bill Jameson (former Great Lakes). In addition to these, Chuck Hendershot's position will be on the ballot.

Membership: Discussed the change in our owner demographic which has largely transitioned from breeders to people with one Haflinger in the back yard. A discussion ensued around the possibility of creating an advertising package for breeder-members that would be appealing to them and also give needed advertising support to *Haflinger Horse* magazine. We decided on a Premium Membership Package for \$500 to include a year membership, 6 black & white full page ads, and a listing on the web site as a member farm. This is a face value of \$840. A Deluxe Membership Package for \$750 to include a year membership, 2 color full page, 4 black & white full page, and a farm listing on the web site. This is a face value of \$1240. These advertising packages exclude the front cover and inside covers. This Package must be used within the calendar year (Feb/Mar 2013 through Dec13/Jan14). The membership committee will be phased out in 2013 with the responsibilities reverting to the board and reports included in the Office report.

AHR Youth: The current youth committee is looking at ways to expand activities into social media as a way for our youth members to communicate and share Haflinger information. The FaceBook page is almost finished. A web site is also being planned which will be linked to the AHR web site.

Judges: The board wants to see the development of an educational program that would train judges, giving them the required knowledge to effectively judge Haflinger shows. It was suggested that we investigate other organizations or colleges to see if they have programs or models.

Futurity: It was suggested that a split for the senior and junior weanlings have a definite date of March 15th. It was suggested for judging that we line up the weanlings and yearling from oldest to the youngest. The Friday schedule was discussed and no changes were recommended at this time. The board discussed other organizations presenting at the Futurity and authorized the futurity committee chairman to discuss requirements with sponsoring organizations regarding their involvement in events surrounding the futurity.

Disposition & Trainability: The board agreed that the program was a great concept and wants to see the program succeed. The 2013 committee will be tasked with making the program achieve the desired goals of evaluating each horse, encourage participation and monitor cost verses income. We saw increased participation at the spring sale, however, there was not

enough interest at the fall sale so the program was not held. The committee was asked to consider creating a segment for horses two years and under that would be the in-hand portion only.

Classification: The program was self supporting in 2012. At this time, there has been no site identified for 2013. Horses that have been classified will have "C" added to their registration number as an identifier.

Pedigree: The amnesty program has been successful, so the board agreed to extend the program through December 2013.

Sales: Some of the vendors have requested to be moved to the coliseum aisle so they can be more accessible to the people. This has been discussed in the past and some of the vendors preferred the more secure location of the vendor building. The sale committee will be asked to consider moving some or all of the vendors to the coliseum.

AHR Fund: The AHF reports that they have invested in a Lord Abbott Fund which has allowed preservation of the initial investments and payout of scholarships.

National Show: Show committee chair Lou Sutton is contacting Ron Mack at the Ohio State Fair Board to investigate the feasibility of attaching the Haflinger National Show to the Fair. He is also investigating other facilities that may have dates available that are more desirable than the end of September for the 2013 and beyond shows.

Points & Awards: Committee Chair Dana Mitteer presented a Hunter Pace option that can be incorporated into the existing points and awards program. The entry fee will be \$15 to participate and participants must be AHR members. This was endorsed by the Board.

Publications: Committee Chair Gary Leisure presented a magazine recap of finances of the magazine from Dec 2011/Jan 2012 through Oct/Nov 2012. To encourage business advertising it was decided to offer package discounts for businesses that wish to advertise in multiple issues. Business package # 1: \$1850 - includes six full page color ads (\$2250 if purchased separately). Business package # 2: \$600 - includes six black & white full pages ads (\$750 if purchased separately). Business Package # 3: \$375 - includes six half page black & white ads (\$450 if purchased separately). Business package # 4: \$250 – includes six, quarter page black & white ads (\$270 if purchased separately). The ads are to be placed in six consecutive issues. Gary relayed the concern of the committee about the difficulty in getting content for the magazine. Since there are no paid writers, the magazine relies on members and owners to write about their Haflingers and their experiences with Haflingers. Getting them to actually write and submit is a challenge. Each director was encouraged to make notes on those that relate experiences so the owner can be reminded to write and submit an article for consideration. Ideas for articles included historical information, health, experiences, and anything related that would be of interest to our readers.

Promotions: The advertising and breed promotion expenditures from 2012 were reviewed. It was decided that based on our current finances, it might be best to reduce advertising in outside commercial publications. Our commitment to AHR licensed stallion owners continues in that we will use half of the renewal fees collected for breed promotion. This may include, but is not limited to, print advertising and support at equine events throughout the year.

Video: This committee will be suspended for 2013. Videos may still be submitted to the AHR office. They will be held for future use in a promotional video.

Website: No changes to the website are planned at this time. The website committee will be suspended for 2013. The Website report will be included in office report.

World Federation: Reviewed the report presented in the Annual Members Meeting Packet.

Reviewed Strategic Goals:

1. There were successful breed promotions through regional groups participating at the equine affairs, expos, and other events.
2. An amnesty program was initiated to assist members with overage registration and incomplete transfers.
3. The focus will be on the judges for horse shows with the understanding that the best could be groomed toward the goal of becoming inspection judges.
4. Participation was increased by encouraging consigned horses to participate by attaching D&T to the sales in Ashland. The format will continue to be reviewed in order to continually improve the program.
5. Did not meet sale revenues increase goal.

Meeting Adjourned.