

AHR Board of Director's Meeting May 2015

TOPICS	DISCUSSION
	The May 2015 meeting was called to order by president Brian Mitteer at 8:04 p.m. (EST). Attending were: Melanie Cornman, Bill Ellingson, Chuck Hendershot, Susie Haszelbart, Paul Sutton, Missy Shanahan, Ian Wengerd, Andrew Yoder and Ruth Schwab.
I. Old Business	
II. Office Update – Ruth Schwab	For the month April 2015, 16 foal registrations and 98 transfers were completed with help from valued volunteer Carolyn Sutton. Carolyn has helped out with 15 volunteer hours in April. There are 131 stallions renewed for 2015. There are 747 members new and renewed so far for 2015 with 268 2014 members yet to renew. There are 59 magazine subscribers. Pedigree paper is nearly out and the marbled paper is no longer available. A replacement paper stock will need to be chosen. Many thanks to Paul and Lou Sutton for help with maintenance on the AHR office.
Website Update for the May Board Meeting submitted by Jessica Hanney:	
April site stats are as follows: We received 10868 hits total. The home page received the most hits at 3875. Sale page had 771 hits. Classified ads 391. Calendar 303. Member Farms 241. In total, 218 individual pages received hits. 18 pages received over 100 hits each. 2843 visitors were referred from other sites (rather than going directly to haflingerhorse.com), with the top referrers being search engines (2351), Facebook (115), Wikipedia (62), IHHA (23), and Ashland County Fair (18). Top clicks off the site were to AHR's Facebook page (56), derhaflingerhof.com (30), goldenfieldshorses.com (25), and hfbhaflingers.com (23).	
III. Committee Reports	
1. AHR Youth	Lisa Matheny – Chair, Dave Wilson – co-Chair; Members: Lisa Schott, Sherry Bradshaw, Ian Wengerd. No report received.
2. By-Laws	Paul Sutton – Chair Members: Brian Mitteer, Andrew Yoder, Mahlon Miller The two by-laws changes proposed to the membership have been approved.
3. Classification	Bill Hendershot – Chair; Members: Chuck Hendershot, Jennifer Rousseau, Robert Eicher, Ray Miller. Attached is the proposed rule change for the 2 year olds at Classification. <p style="text-align: center;">AHR INSPECTION AND CLASSIFICATION PROCEDURES TWO YEAR OLD CLASSIFICATION RANKING</p> <p>Two year old Haflinger's will not be eligible to receive a formal and final classification score as part of the AHR program. We believe that this in the best interest of the breeders and breed as we require the horses to reach a more full maturity prior to receiving a classification score and ranking. However, we feel it is important to provide breeders and owners interested in the inspection process a method to present their young horses for review and to receive feedback on the horse's conformation strengths and weaknesses. The detailed procedures for two year old inspection reviews are summarized below.</p> <ol style="list-style-type: none">1. Two year olds will register for the inspection and pay the full classification fee. The horses will be presented for Inspection/Classification and inspected following the same criteria as older horses.2. The judges will score the animal using the current ten point scorecard and note the horse's strengths and weaknesses. The numerical score will then be used to establish an alpha ranking for the horse. The judges scorecards for these inspections will be held for 90 days, in case of follow-up questions and then destroyed, including the Classification Ranking Sheet.

3. The judges will caucus per normal procedure to review their scores and reach a consensus of the two year olds overall ranking and strengths and weaknesses. The rankings will be
 - a. A – Strongly recommend the animal be returned for final inspection and a lifetime score, when it reaches an eligible age. Scores for this group would be 72 or greater.
 - b. B – This two year old is border line at this point in its maturity. Careful attention should be paid to the strengths and weaknesses noted by the panel. This candidate should be considered seriously for inspection as it matures. Scores for this group would be 65 or greater.
 - c. C – At this point in its maturity, this horse is very border line on meeting the criteria established for Haflinger breeding stock. Inspection should be considered if there is significant improvement in the identified weaknesses as the horse matures. Scores for this group would be 64 or less.
4. Two year olds receiving a Classification Review ranking of A or B will be eligible for inspection and classification for a re-inspection fee of \$100. Two year olds who receive the Classification Review rank of C would be inspected and classified at full fee in the future.

The judges have been selected for the classification in July and the information has been posted on the website.

Judging all horses presented for inspection

Mike Keatley & Nicole Cable

John Dunkel will be the third judge, with Robert Eicher covering any horses that John has a conflict in judging under the AHR rules.

If for some reason John has a conflict with over half of the horses, then John and Robert's roles will reverse.

Ray Miller will serve as the evaluator and coach for learner judges, when he is not showing horses in the inspection

Chuck Hendershot moved to have the changes to the classification approved, Missy Shanahan 2nd, and the motion passed.

4. Finance

Chuck Hendershot – Chair
Members: Board of Directors (Office Consultant Ruth Schwab)

Current Year-to-Date Results

American Haflinger Registry
Finance Committee Report
May 2015

Current Year-to-Date Results

AHR has a net operating loss for the first four months of 2015 of \$8,231 compared to a loss for the same period in 2014 of \$3,092. The primary reasons for the variance year to year are the timing of the recognition of revenues and payroll expenses. DNA Testing, National Show and Stallion license revenue is up over the same period in 2014, while transfer fees are down, but these revenues line-items vary widely each month from year to year and could easily turn to shortfalls in May. The payroll expense is a timing difference that shows expenses greater than the prior year for the first four months. AHR pays its staff every two weeks or 26 times per year. This means that two months per year there are 3 payrolls, instead of 2 payrolls. In 2015, one of the extra payrolls fell in January, which creates a negative variance until we reach the month in 2014 that had 3 payrolls. So while this appears to be a variance, looking out for the year this difference will correct itself. The additional payroll added approximately \$3,000 to the loss. The DNA Blood Typing

revenue is based on two timing events, the registration of horses and the billing of the DNA tests by Texas University, since we do not recognize the revenue associated with the sale of a DNA test kit until the service is provided and AHR is billed. There are two permanent differences from 2014 that will not reverse over the remainder of the year. In 2014, AHR received our deposit back from the Champions Center related to the 2013 National Show, when Champions Center moved the potential date of our National Show causing AHR to move to other facilities. The \$2,000 created a credit against the National Show expense, reducing the operating loss in 2014 that will not be repeated in 2015. Magazine revenue is nearly \$2,000 below 2014 on the same number of magazines published. The shortfall is in advertising. While we have a number of revenue issues that we can not project or do much to impact this is one that we can impact and must address.

AHR's operating loss reported for the first four months is \$4,400 less than we budgeted for the period. The smaller variance from the budget is because we were able to adjust for the timing differences associated with payroll and to consider the one-time refund of the prior year deposit for the National Show. Additionally, revenues for transfer fees, registration, stallion licenses and DNA testing revenue are all ahead of our conservative budget estimates based on results from the last five years. AHR also benefited in the first four months from timing differences in budgeted expenses that either were not incurred in the first quarter or were incurred in lesser amounts. Most of the positive variances are timing and are expected to revert to the budget by the end of the year. However, the shortfall in magazine revenues is a striking negative variance from budget, down over \$2,800 as advertising did not increase as planned in the budget, but instead declined year over year.

Outlook for 2015

The outlook for 2015 is still very much in question. While our performance is ahead of budget, we benefited by a number of timing differences in expenses that reduced the first quarter loss. It is difficult to project those savings holding for the full year. Also, we can not overlook the budget projected a loss of over \$5,000 for 2015.

The good news is that April saw us hang on to our gain in memberships and although we are ahead of last year, we are still about 60 members short of our budget goal of increasing our annual membership in 2015. This goal should not be hard to achieve, it is only 10 more members than we had last year, but would represent positive movement in our membership roles, the first in a number of years. Personally, I would like to see us reach for 1000 members this year. Achieving this number would be a growth of 5% in memberships over 2014.

The thunderhead loaming on the horizon for 2015 is in the magazine. The first issue of the magazine lost \$100 with average printing and mailing cost. The publication of the second magazine pushed this loss to nearly \$1,100. Based on our current memberships and deferred advertising revenue to recognize over the remaining issues. The average printing and mailing costs of the magazine are approximately \$5,200. The remaining 4 issues have projected cost of \$21,000. If nothing changes and this projection holds, we would lose \$12,000 this year on the magazine. The impact of this on the organization would be dramatic, especially since we were planning on a \$9,000 contribution to the operating fund from the magazine. This would expand our projected loss from \$5,000 to over \$26,000 for 2015 and we do not have any magic beans to cover this shortfall. As I stated last month, we have little we can do with expenses that would impact the operating results, short of closing the office and going to an all volunteer operation. The real focus needs to be on increasing revenue generation. Again, our opportunities are limited to increasing memberships and generating additional advertising in the magazine to reduce the shortfalls in these areas and potentially add some growth. Can we weather this storm in 2015, yes! However, each storm that we weather reduces the rainy day reserve and brings us closer to the day the sandbags will not hold back the water.

The Board needs to focus on this issue and start to move to reduce this risk before there is nothing we can do to prevent the flood of red ink.

**AMERICAN HAFLINGER REGISTRY
PROFIT AND LOSS COMPARED TO BUDGET
PERIOD ENDING APRIL 30**

	<u>ACTUAL</u>	<u>BUDGET</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
AHR Youth Income	260.00	400.00	(140.00)	65.0%
Classification Income	-	-	-	0.0%
D&T Assessment Income	-	-	-	0.0%
DNA Testing Income	3,855.00	1,666.67	2,188.33	231.3%
Fun Auction	-	-	-	0.0%
Futurity Income	-	-	-	0.0%
High Points Awards Income	914.90	450.00	464.90	203.31%
Interest Income	4.99	8.25	(3.26)	60.49%
Judges Clinic Income	-	-	-	0.0%
Lease Processing Income	-	-	-	0.0%
Magazine/Newsletter Income	9,172.00	12,000.00	(2,828.00)	76.43%
Membership Dues Income	10,159.93	10,645.83	(485.90)	95.44%
Membership Meeting	-	-	-	0.0%
Miscellaneous Income	437.94	66.67	371.27	656.88%
National Show Income	2,279.35	2,000.00	279.35	113.97%
Office Processing Fee Income	133.03	166.67	(33.64)	79.82%
Postage Prom Items	113.59	-	113.59	100.0%
Promo Items Shirts/Calendar etc	1,429.85	-	1,429.85	100.0%
Registrations Income	1,695.00	1,500.00	195.00	113.0%
Sale Fall Haflinger Auction	12.50	-	12.50	100.0%
Sale Spring Haflinger Auction	209.95	-	209.95	100.0%
SIP Income	80.00	-	80.00	100.0%
Stallion Parade	-	-	-	0.0%
Tack Sale	-	-	-	0.0%
Stallion License Income				
Stallion License New Income	2,700.00	1,200.00	1,500.00	225.0%
Stallion License Renewal Income	900.00	1,400.00	(500.00)	64.29%
Stallion License Income - Other	-	-	-	0.0%
Total Stallion License Income	3,600.00	2,600.00	1,000.00	138.46%
Transfers Income	9,070.00	6,400.00	2,670.00	141.72%
Video/DVD Income	6.00	-	6.00	100.0%
Web Page Income	650.00	366.67	283.33	177.27%
Total Income	44,084.03	38,270.76	5,813.27	115.19%
Cost of Goods Sold				
5000 - Cost of Goods Sold	1,207.19	-	1,207.19	100.0%
Gross Profit	42,876.84	38,270.76	4,606.08	112.04%
Expense				
Advertising	-	350.00	(350.00)	0.0%
AHR Youth Expense	-	250.00	(250.00)	0.0%
Bank Charges	493.50	333.33	160.17	148.05%
Board Charges	-	-	-	0.0%
Breed Promotion	376.75	500.00	(123.25)	75.35%
Classification Expense	-	-	-	0.0%
Computers - maintenance	1,333.32	1,666.67	(333.35)	80.0%
Conference Calls	243.82	166.67	77.15	146.29%
Credit Card Processing Charges	1.95	-	1.95	100.0%
Depreciation Expense	-	-	-	0.0%
D&T Assessment	-	-	-	0.0%
DNA/Blood Typing	2,725.00	1,181.00	1,544.00	230.74%
Dues	300.00	300.00	-	100.0%
Election and Voting Expense	-	-	-	0.0%
Employee Health Insurance	3,378.76	3,261.60	117.16	103.59%
Employer P/R Taxes				
FICA	1,328.04	1,408.85	(80.81)	94.26%
FUTA	48.37	203.50	(155.13)	23.77%
Payroll Proc.Expense	15.39	100.00	(84.61)	15.39%
SUTA	865.28	660.00	205.28	131.1%
Workmans Comp	51.27	80.00	(28.73)	64.09%
Total Employer P/R Taxes	2,308.35	2,452.35	(144.00)	94.13%
Futurity Expense	-	-	-	0.0%
SIP Expense	-	-	-	0.0%
High Points Expense	-	450.00	(450.00)	0.0%
Interest Expense	-	-	-	0.0%
Insurance Expense	-	-	-	0.0%
Internet Expense	-	-	-	0.0%
Judges Clinic	-	-	-	0.0%
Magazine/Newsletter				
Mag Advertising Sales Commission	-	-	-	0.0%
Magazine/Newsletter - Other	10,263.07	9,000.00	1,263.07	114.03%
Total Magazine/Newsletter	10,263.07	9,000.00	1,263.07	114.03%
Membership Meeting	-	-	-	0.0%
National Show Expense	2,329.35	2,000.00	329.35	116.47%
Office Expenses	528.42	333.33	195.09	158.53%
Office Supplies	729.51	500.00	229.51	145.9%
Payroll Wages	17,360.08	17,928.60	(568.52)	96.83%
Printing Office Forms	-	-	-	0.0%
Sale Fall Auction	129.98	-	129.98	100.0%
Sale Spring Auction	317.97	-	317.97	100.0%
Sales Tax	-	-	-	0.0%
Stallion Parade	-	-	-	0.0%
Tack Sale Spring	-	-	-	0.0%
Telephone	1,354.29	1,333.33	20.96	101.57%
Utility Expenses	957.84	1,000.00	(42.16)	95.78%
6240 - Office Equip Lease & Repair	-	166.67	(166.67)	0.0%
6530 - Miscellaneous	-	16.00	(16.00)	0.0%
6610 - Postage and Delivery	1,700.81	2,166.67	(465.86)	78.5%
6620 - Printing and Reproduction	-	-	-	0.0%
6640 - Professional Fees	-	416.67	(416.67)	0.0%
6690 - Office Facility	3,200.00	3,200.00	-	100.0%
Web Site	100.00	33.33	66.67	300.03%
World Haflinger Dues	975.00	925.00	50.00	105.41%
Total Expense	50,132.77	49,931.22	201.55	100.4%
Other Income/Expense				
Net Income	(7,255.93)	(11,660.46)	4,404.53	62.23%

**AMERICAN HAFLINGER REGISTRY
PROFIT AND LOSS COMPARED TO PRIOR YEAR
PERIOD ENDING APRIL 30**

	<u>2015</u>	<u>2014</u>	<u>\$ PY</u>	<u>% PY</u>
Ordinary Income/Expense				
Income				
AHR Youth Income	260.00	170.00	90.00	52.94%
Classification Income	-	-	-	-100.0%
D&T Assessment Income	-	-	-	-100.0%
DNA Testing Income	3,855.00	2,835.00	1,020.00	35.98%
Fun Auction	-	-	-	-100.0%
Futurity Income	-	-	-	-100.0%
High Points Awards Income	914.90	660.00	254.90	38.62%
Interest Income	4.99	6.65	(1.66)	-24.96%
Lease Processing Income	-	-	-	-100.0%
Magazine/Newsletter Income	9,172.00	10,829.05	(1,657.05)	-15.3%
Membership Dues Income	10,159.93	10,058.35	101.58	1.01%
Membership Meeting	-	-	-	-100.0%
Miscellaneous Income	437.94	205.01	232.93	113.62%
National Show Income	2,279.35	-	2,279.35	0.0%
Office Processing Fee Income	133.03	119.46	13.57	11.36%
Postage Prom Items	113.59	273.98	(160.39)	-58.54%
Promo Items Shirts/Calendar etc	1,429.85	2,593.37	(1,163.52)	-44.87%
Registrations Income	1,695.00	1,745.00	(50.00)	-2.87%
Sale Fall Haflinger Auction	12.50	-	12.50	0.0%
Sale Spring Haflinger Auction	209.95	433.00	(223.05)	-51.51%
SIP Income	80.00	80.00	-	0.0%
Stallion Parade	-	-	-	-100.0%
Tack Sale	-	-	-	-100.0%
Stallion Li Stallion License New Income	2,700.00	900.00	1,800.00	200.0%
Stallion License Renewal Income	900.00	690.00	210.00	30.44%
Stallion License Income - Other	-	-	-	-100.0%
Total Stallion License Income	<u>3,600.00</u>	<u>1,590.00</u>	<u>2,010.00</u>	<u>126.42%</u>
Transfers Income	9,070.00	10,745.00	(1,675.00)	-15.59%
Video/DVD Income	6.00	-	6.00	0.0%
Web Page Income	650.00	225.00	425.00	188.89%
Total Income	<u>44,084.03</u>	<u>42,568.87</u>	<u>1,515.16</u>	<u>3.56%</u>
Cost of Goods Sold				
5000 - Cost of Goods Sold	1,207.19	2,201.05	(993.86)	-45.15%
Gross Profit	<u>42,876.84</u>	<u>40,367.82</u>	<u>2,509.02</u>	<u>6.21%</u>
Expense				
Advertising	-	-	-	-100.0%
AHR Youth Expense	-	-	-	-100.0%
Bank Charges	493.50	464.09	29.41	6.34%
Board Expense	-	-	-	-100.0%
Breed Promotion	376.75	396.00	(19.25)	-4.86%
Classification Expense	-	64.50	(64.50)	-100.0%
Computers - maintenance	1,333.32	1,333.32	-	0.0%
Conference Calls	243.82	224.86	18.96	8.43%
Credit Card Processing Charges	1.95	-	1.95	0.0%
Contract Employee	-	-	-	-100.0%
Depreciation Expense	-	-	-	-100.0%
D&T Assessment	-	-	-	-100.0%
DNA/Blood Typing	2,725.00	2,025.00	700.00	34.57%
Dues	300.00	300.00	-	0.0%
Election and Voting Expense	-	-	-	-100.0%
Employee Health Insurance	3,378.76	3,889.95	(511.19)	-13.14%
Employer P/R Taxes				
FICA	1,328.04	1,108.31	219.73	19.83%
FUTA	48.37	252.00	(203.63)	-80.81%
Payroll Proc.Expense	15.39	258.65	(243.26)	-94.05%
SUTA	865.28	459.00	406.28	88.51%
Workmans Comp	51.27	89.23	(37.96)	-42.54%
Total Employer P/R Taxes	<u>2,308.35</u>	<u>2,167.19</u>	<u>141.16</u>	<u>6.51%</u>
Futurity Expense - including SIP	-	-	-	-100.0%
High Points Expense	-	235.08	(235.08)	-100.0%
Insurance Expense	-	-	-	-100.0%
Interest Expense	-	-	-	-100.0%
Internet Expense	-	-	-	-100.0%
Magazine/Newsletter				
Mag Advertising Sales Commision	-	-	-	-100.0%
Magazine/Newsletter - Other	10,263.07	10,478.23	(215.16)	-2.05%
Total Magazine/Newsletter	<u>10,263.07</u>	<u>10,478.23</u>	<u>(215.16)</u>	<u>-2.05%</u>
Membership Meeting	-	-	-	-100.0%
National Show Expense	2,329.35	(1,840.00)	4,169.35	-226.6%
Office Expenses	528.42	474.00	54.42	11.48%
Office Supplies	729.51	440.50	289.01	65.61%
Payroll Wages	17,360.08	14,487.76	2,872.32	19.83%
Printing Office Forms	-	-	-	-100.0%
Sale Fall Auction	129.98	25.00	104.98	419.92%
Sale Spring Auction	317.97	433.00	(115.03)	-26.57%
Sales Tax	-	-	-	-100.0%
Stallion Parade	-	-	-	-100.0%
Tack Sale Spring	-	-	-	-100.0%
Telephone	1,354.29	1,300.69	53.60	4.12%
Utility Expenses	957.84	1,020.03	(62.19)	-6.1%
6240 - Office Equip Lease & Repair	-	-	-	-100.0%
6530 - Miscellaneous	-	-	-	-100.0%
6610 - Postage and Delivery	1,700.81	1,205.49	495.32	41.09%
6620 - Printing and Reproduction	-	-	-	-100.0%
6640 - Professional Fees	-	-	-	-100.0%
6690 - Office Facility	3,200.00	3,200.00	-	0.0%
World Haflinger Dues	975.00	1,035.24	(60.24)	-5.82%
Web Site	100.00	100.00	-	0.0%
Total Expense	<u>51,107.77</u>	<u>43,459.93</u>	<u>7,647.84</u>	<u>17.6%</u>
Other Income/Expense				
Net Income	<u>(8,230.93)</u>	<u>(3,092.11)</u>	<u>(5,138.82)</u>	<u>166.19%</u>

<p>5. Futurity – SIP</p>	<p>Robert Eicher – Chair; Members: Paul Sutton, Mahlon Miller, Doug Sutherland, Steve Webel</p> <p>The committee is planning a futurity informational meeting to be held at the AHR Spring Sale. The meeting will be held on Friday evening immediately following the Sale preview and drill team performances. Meeting location will be posted on the gazebo. Intent of the meeting is to encourage input and ideas on how we can improve the futurity, get feedback on the latest changes we have implemented and in turn use the information from this meeting to make informed decisions that will grow our futurity in the direction members want it to go. We strongly encourage AHR board members, breeders, and anyone with an interest in the futurity to attend this meeting and freely voice their thoughts.</p> <p>Respectfully submitted, Robert Eicher</p>
<p>6. Judges</p>	<p>Chuck Hendershot – Chair; Members: Bill Hendershot, Duane Stutzman, Lisa Schott, Bill Jameson, Karen LaBell, and Ray Miller.</p> <p>Ray Miller will serve as the evaluator and coach for learner judges, when he is not showing horses in the inspection</p>
<p>7. National Show</p>	<p>Duane Stutzman – Chair; Members: Lisa Schott, Jacque Woodward, Steve Verhoff, Bill Ellingson, Missy Shanahan</p> <p>The committee is working on fun auction & a table will be at the AHR sale to promote the National Show.</p>
<p>8. Nominating</p>	<p>Paul Sutton – Chair; Members: Betty Miller and Judy Winkler</p> <p>At the April Meeting the motion was made to expand the board by one member.</p> <p>I received on Monday a bio from John Dunkel. I have sent this out to my committee.</p> <p>The Committee and I are working on writing the proper procedures for the process of board appointments in regard to the new by-law change. There must be specific guidelines in place before any action can be taken. We plan to have the procedure available for board review prior to the June meeting.</p> <p>Missy Shanahan moved to appoint John Dunkel to the Board, after considerable discussion, a 5 to 4 vote approved his appointment.</p>
<p>9. Pedigree</p>	<p>Ian Wengerd – Chair</p> <p>Members: Doug Hoskins, Theo Hug, Emily Gibson.</p> <p>Nothing new to report.</p>
<p>10. Personnel/Office</p>	<p>Brian Mitteer – Chair</p> <p>Members: Board of Directors</p> <p>Nothing to report</p>
<p>11. Points/Awards</p>	<p>Deborah North – Chair</p> <p>Members: Susie Haszelbart, Rhonda Gould, Marti Gugel, and Chesna Klimek.</p>
<p>Points and Awards Committee Update – You Spoke, We Listened!</p> <p>By Debbie North, Committee Chairperson</p> <p>When asking for opinions on things horse-related, those given are as varied as the people giving them!</p> <p>The Points and Awards Committee conducted surveys both online and via paper, and we will be using the results to revamp the program. We have a lot of work to do to make the program more inclusive to all disciplines, and while the program for 2015 won't show major changes, we hope that the 2016 season will be 'new and improved'! We want to thank all who participated in the survey, sent emails, called, or messaged committee members via social media.</p> <p>I was the recipient of the paper surveys (which started arriving in our mailbox on my birthday, causing my husband to quip "wow, you have a lot of horse friends!") and my dining room table has been covered in those blue papers. Some of you were frugal enough to save postage by including with your ballots, and they were forwarded to me. I have enjoyed reading not only your results, but the comments, funny stories, and even a doodle or two. Not only do Haflingers have personality, so do their owners! Here are a few of</p>	

the comments:

“How can I join if I don’t even know what the program is?”

“This ballot makes me want to sign up and participate!”

“We feel that there should be better feelings between pleasure, sport horse, and draft hitches. Just support the Haflinger horse and enjoy them all.”

“Program needs a complete overhaul. Thanks for the survey.”

“We need to draw more interest from outsiders and not just the ones showing.”

“It’s great if the points stay with the horse.”

“I don’t even know what the current program does for me.”

“Endurance horses should get points for completion. We aren’t likely to be top ten against the Arabs.”

“This should NEVER be a FREE program – AHR needs the money.”

“For prizes, halter plaques would be nice because they are small and inexpensive. Award patches could be used on jackets, horse blankets, etc.”

“In dressage, you ride 2 maybe 3 tests. At a show, you can do a boatload of classes so points aren’t exactly fair that way.”

“Keep up the good work.”

“You need to split the disciplines, not just ‘riding’ and ‘driving’. Our horses are more versatile than that.”

“I am sending my answers on notebook paper because the dog’s treats stained the original survey.”

The results from the online survey have been given to the board of directors, and the paper surveys are a good match with similar thoughts from the members. Here’s the breakdown:

Have you heard of the American Haflinger Registry’s Points and Awards program? Yes 68% No 32%

Have you participated in the American Haflinger Registry’s Points and Awards program? Yes 25% No 75%

The next questions were on ages/interests of the participants and the disciplines they used their Haflingers for. All over the board on these answers, There was an even split between casual riders and drivers and the adult amateurs (about 40% for each, so 80% of the respondents fell into these two categories. As far as disciplines, highest percentages (about 30% for each) were breed shows, dressage, and driving.

How we identify our horses was a surprising split: Draft – 24%, Sport Horse - 40%, with the remainder of the owners not differentiating.

Would you describe the Haflinger breed to others as a competitive horse in your discipline? Overwhelmingly, the answer was Yes – 92%

Do you feel that the current program is inclusive of all competitive interests of AHR members? You were loud and clear on this – 50/50. To me, that means our work is cut out for us.

The committee consists of Susie Haszelbart, Marti Gugel, Rhonda Gould, Chesna Klimek, and myself. Don’t be shy about asking questions and offering suggestions when you see us at an event. We are all just a phone call, email, Facebook message, or good ol’ snail mail letter away.

**12. Promotions/
Advertising/Regional Support**

Chair: Melanie Cornman Members: Lisa Schott, Margaret Sherman, Jennie Deephouse, Marty Gugel, Michelle Harper, Jessica Hanney, Richard Baker, Sharon Leisure, Donna Immel, Shannon Van Horn.

Jessica Hanney will be putting the promotional magazine articles and picture on the AHR website under a new tab "promotional magazine." She will design it so that it looks like a magazine. If we have the funding in the future we can print hard copies of the magazine.

13. Publications

Susie Haszelbart – Chair; Members: Jacque Woodward, Melanie Cornman, Susan Van Horn, Martha Gugel, Jessica Hanney, Michelle Harper, Ruth Schwab, Shannon Van Horn, & Missy Shanahan.

With only one new advertiser this year and a \$2000 loss in revenue for the magazine from ads, some ideas generated by the committee:

1. Business card size ads offered at \$25 per issue, or \$120 for all 6 issues.
 2. List the advertising rates in every issue of the magazine.
 3. For those that just sold a horse at the AHR sale, offer the option of a ½ page Thank You ad in the magazine. Info flyers to be placed at the AHR sale and in the checks sent to the seller.
 4. Our circulation reaches over 800 members and with an individual sending out a flyer advertising their product/farm, it would cost less to advertise in the Haflinger Horse magazine, than their postage alone.
 5. Since the magazine is based on how many pages are printed, there is little difference if it is published 6 times a year verses 4 times a year.
- If you solely look at postage of 6 issues vs 4 issues, it is about \$960 (800

	<p>mailed X .60 postage X 2), but the pages would probably increase, offsetting the cost difference. Ruth suggested limiting the number of pages to 48. This could help reduce our cost and still keep the members happy with a 6 issue magazine with more timely information. One additional thought is that an additional 100 extra magazine are printed for back up. Do we really need that many extra of all issues?</p> <p>6. With the extra magazine, Ruth has offered to mail these and a flyer with our cost to place an ad to potential future advertisers. This way, they could see our magazine and it may inspire them to buy an ad.</p> <p>7. On our website, Members could use the pedigree finder for free, but non members would be required to pay a small fee.</p> <p>8. Expand "Where to Buy Haflingers" section, to "We Love Haflingers" so more farms/individuals place an ad. "Visitor Welcome" to come and see Haflingers, but may currently not have any for sale. See if we can get more states to be part of this page.</p> <p>9. With each page costing us money, one area we could save is to not publish all the minutes and profit & loss statements in each magazine. Feb/March issue it took up 10 pages. In addition, by the time the magazine arrives, the minutes are old information. Couldn't this info be available on our website for those interested?</p> <p>10. For those who get their horse inspected, beyond the small picture always featured in the magazine, offer a ½ page ad to emphasis this horse. Put a flyer in the packet of those getting their horse inspected and at the inspection site.</p> <p>11. Since there is not an AHR paid advertising person, we on the committee will help to find potential advertisers. Ruth will keep us apprised of our progress.</p> <p>12. Ruth could run a report to find out previous advertisers, which could help create a list of people to contact. We will also look to other magazines and ads placed, to see if they would also like to advertise in our Haflinger Horse.</p> <p>13. Digital publication can track traffic and proves the value of placing an ad. This may be something, additionally, that we can look at in the future.</p>
<p>14. Sales</p>	<p>Dave Wilson – Chair Members: Phil Greenisen , Andrew Yoder, Owen Yoder, & Leon Miller</p> <p>74 horses consigned. Catalog mailed May 1st and is also posted on-line. Posting periodic highlights to facebook.</p>
<p>15. World Federation HAFLINGER WORLD BREEDING AND SPORTS FEDERATION COMMITTEE</p>	<p>Chuck Hendershot – Chair: Members: Jennifer Rousseau, and Donald Sommer.</p> <p>A General Assembly meeting will be held at the World Show on June 3</p>
<p>I. V. New Business</p>	
	<p>Moved by Bill Ellingson and seconded by Ian Wengerd and approved that the meeting be adjourned at 9:37 p.m. The next meeting date is Wednesday, June 10, 2015</p> <p>Respectfully submitted by Susie Haszelbart, Clerk to the Board.</p>

AMERICN HAFLINGER REGISTRY
MEMBERSHIP SERVICES
Period-ending APRIL 30

	Membership Services			VARIANCES	
	2015		2014	BUDGET	2014
	Actual	Budget			
Ordinary Income/Expense					
Income					
DNA Testing Income	3,855.00	1,666.67	2,835.00	2,188.33	1,020.00
Interest Income	4.99	8.25	6.65	(3.26)	(1.66)
Lease Processing Income	-	-	-	-	-
Membership Dues Income	10,159.93	10,645.83	10,058.35	(485.90)	101.58
Membership Meeting	-	-	-	-	-
Miscellaneous Income	437.94	66.67	205.01	371.27	232.93
Office Processing Fee Income	133.03	166.67	119.46	(33.64)	13.57
Registrations Income	1,695.00	1,500.00	1,745.00	195.00	(50.00)
Stallion License Income					
Stallion License New Income	2,700.00	1,200.00	900.00	1,500.00	1,800.00
Stallion License Renewal Income	900.00	1,400.00	690.00	(500.00)	210.00
Stallion License Income - Other	-	-	-	-	-
Total Stallion License Income	<u>3,600.00</u>	<u>2,600.00</u>	<u>1,590.00</u>	<u>1,000.00</u>	<u>2,010.00</u>
Transfers Income	9,070.00	6,400.00	10,745.00	2,670.00	(1,675.00)
Video/DVD Income	6.00	-	-	6.00	6.00
Web Page Income	650.00	366.67	225.00	283.33	425.00
Total Income	<u>29,611.89</u>	<u>23,420.76</u>	<u>27,529.47</u>	<u>6,191.13</u>	<u>2,082.42</u>
Cost of Goods Sold					
Gross Profit	<u>29,611.89</u>	<u>23,420.76</u>	<u>27,529.47</u>	<u>6,191.13</u>	<u>2,082.42</u>
Expense					
Advertising	-	350.00	-	(350.00)	-
Bank Charges	493.50	333.33	464.09	160.17	29.41
Board Charges	-	-	-	-	-
Breed Promotion	376.75	500.00	396.00	(123.25)	(19.25)
Computers - maintenance	1,333.32	1,666.67	1,333.32	(333.35)	-
Conference Calls	243.82	166.67	224.86	77.15	18.96
Credit Card Processing Charges	1.95	-	-	1.95	1.95
Depreciation Expense	-	-	-	-	-
DNA/Blood Typing	2,725.00	1,181.00	2,025.00	1,544.00	700.00
Dues	300.00	300.00	300.00	-	-
Election and Voting Expense	-	-	-	-	-
Employee Health Insurance	3,378.76	3,261.60	3,889.95	117.16	(511.19)
Employer P/R Taxes					
FICA	1,328.04	1,408.85	1,108.31	(80.81)	219.73
FUTA	48.37	203.50	252.00	(155.13)	(203.63)
Payroll Proc.Expense	15.39	100.00	258.65	(84.61)	(243.26)
SUTA	865.28	660.00	459.00	205.28	406.28
Workmans Comp	51.27	80.00	89.23	(28.73)	(37.96)
Total Employer P/R Taxes	<u>2,308.35</u>	<u>2,452.35</u>	<u>2,167.19</u>	<u>(144.00)</u>	<u>141.16</u>
Insurance Expense	-	-	-	-	-
Internet Expense	-	-	-	-	-
Office Expenses	528.42	333.33	474.00	195.09	54.42
Office Supplies	729.51	500.00	440.50	229.51	289.01
Payroll Wages	17,360.08	17,928.60	14,487.76	(568.52)	2,872.32
Printing Office Forms	-	-	-	-	-
Sales Tax	-	-	-	-	-
Telephone	1,354.29	1,333.33	1,300.69	20.96	53.60
Utility Expenses	957.84	1,000.00	1,020.03	(42.16)	(62.19)
6240 - Office Equip Lease & Repair	-	166.67	-	(166.67)	-
6530 - Miscellaneous	-	16.00	-	(16.00)	-
6610 - Postage and Delivery	1,700.81	2,166.67	1,205.49	(465.86)	495.32
6620 - Printing and Reproduction	-	-	-	-	-
6640 - Professional Fees	-	416.67	-	(416.67)	-
6690 - Office Facility	3,200.00	3,200.00	3,200.00	-	-
World Haflinger Dues	975.00	925.00	1,035.24	50.00	(60.24)
Web Site	100.00	33.33	100.00	66.67	-
Total Expense	<u>38,067.40</u>	<u>38,231.22</u>	<u>34,064.12</u>	<u>(163.82)</u>	<u>4,003.28</u>
Other Income/Expense					
Net Income	<u>(8,455.51)</u>	<u>(14,810.46)</u>	<u>(6,534.65)</u>	<u>6,354.95</u>	<u>(1,920.86)</u>
Program Profit/(Loss)	224.58	3,150.00	3,442.54	(2,925.42)	(3,217.96)
Summary Net Income	<u>(8,230.93)</u>	<u>(11,660.46)</u>	<u>(3,092.11)</u>	<u>3,429.53</u>	<u>(5,138.82)</u>

American Haflinger Registry
Profit and Loss Analysis of Registry Programs
 Month ending APRIL 30

	2015			Variances	
	Actual	Budget	2014	Budget	2014
Youth Program					
AHR Youth Income	260.00	400.00	170.00	(140.00)	90.00
AHR Youth Expense	-	250.00	-	(250.00)	-
Program Net Profit (Loss)	260.00	150.00	170.00	110.00	90.00
Classification Program					
Classification Income	-	-	-	-	-
Classification Expense	-	-	64.50	-	(64.50)
Program Net Profit (Loss)	-	-	(64.50)	-	64.50
D&T Assessment Program					
D&T Assessment Income	-	-	-	-	-
D&T Assessment Expenses	-	-	-	-	-
Program Net Profit (Loss)	-	-	-	-	-
National Show					
Fun Auction Income	-	-	-	-	-
National Show Income	2,279.35	2,000.00	-	279.35	2,279.35
Total Income	2,279.35	2,000.00	-	279.35	2,279.35
National Show Expense	2,329.35	2,000.00	(1,840.00)	329.35	4,169.35
Program Net Profit (Loss)	(50.00)	-	1,840.00	(50.00)	(1,890.00)
Futurity					
Futurity Income	-	-	-	-	-
SIP Income	80.00	-	80.00	80.00	-
Total Income	80.00	-	80.00	80.00	-
Futurity Expense	-	-	-	-	-
SIP Expense	-	-	-	-	-
Total Expense	-	-	-	-	-
Program Net Profit (Loss)	80.00	-	80.00	80.00	-
High Point Award					
High Points Awards Income	914.90	450.00	660.00	464.90	254.90
High Points Expense	-	450.00	235.08	(450.00)	(235.08)
Program Net Profit (Loss)	914.90	-	424.92	914.90	489.98
Judges Clinics					
Judges Clinic Income	-	-	-	-	-
Judges Clinics Expense	-	-	-	-	-
Program Net Profit (Loss)	-	-	-	-	-
Magazine Newsletter					
Magazine/Newsletter Income	4,652.00	7,380.00	6,379.05	(2,728.00)	(1,727.05)
Magazine - Membership	4,520.00	4,620.00	4,450.00	(100.00)	70.00
Total Income	9,172.00	12,000.00	10,829.05	(2,828.00)	(1,657.05)
Contract Employee	-	-	-	-	-
Magazine/Newsletter	10,263.07	9,000.00	10,478.23	1,263.07	(215.16)
Total Expense	10,263.07	9,000.00	10,478.23	1,263.07	(215.16)
Program Net Profit (Loss)	(1,091.07)	3,000.00	350.82	(4,091.07)	(1,441.89)
AHR Store					
Postage Prom Items	113.59	-	273.98	113.59	(160.39)
Promo Items Shirts/Calendar etc	1,429.85	-	2,593.37	1,429.85	(1,163.52)
Total Income	1,543.44	-	2,867.35	1,543.44	(1,323.91)
Cost of Goods Sold	1,207.19	-	2,201.05	1,207.19	(993.86)
Program Net Profit (Loss)	336.25	-	666.30	336.25	(330.05)
Sales/Auctions*					
Sale Fall Haflinger Auction	12.50	-	-	12.50	12.50
Sale Spring Haflinger Auction	209.95	-	433.00	209.95	(223.05)
Stallion Parade Income	-	-	-	-	-
Tack Sale Fall Income	-	-	-	-	-
Tack Sale Spring Income	-	-	-	-	-
Total Income	222.45	-	433.00	222.45	(210.55)
Sale Fall Auction	129.98	-	25.00	129.98	104.98
Sale Spring Auction	317.97	-	433.00	317.97	(115.03)
Stallion Parade Expense	-	-	-	-	-
Tack Sale Fall Expense	-	-	-	-	-
Tack Sale Spring Expense	-	-	-	-	-
Total Expense	447.95	-	458.00	447.95	(10.05)
Program Net Profit (Loss)	(225.50)	-	(25.00)	(225.50)	(200.50)
Total Net Profit (Loss) Programs	224.58	3,150.00	3,442.54	(2,925.42)	(3,217.96)

* Fall Auction (NET)	(117.48)	-	(25.00)	(117.48)	(92.48)
Stallion Parade	-	-	-	-	-
Spring Auction	(108.02)	-	-	(108.02)	(108.02)
Tack Auction	-	-	-	-	-