

## AHR Board of Director's Meeting August 2015

TOPICS	DISCUSSION
	The August 2015 meeting was called to order by president Brian Mitteer at 6:04 p.m. (EST). Attending were: Melanie Cornman, John Dunkel, Bill Ellingson, Susie Haszelbart, Chuck Hendershot, Paul Sutton, Missy Shanahan, Ian Wengerd, and Ruth Schwab. Andrew Yoder absence with notice.
<b>I. Old Business</b>	Review and approval of July minutes. Chuck Hendershot moved to approve the minutes and Bill Ellingson seconded, and July minutes passed.
<b>II. Office Update – Ruth Schwab</b>	For the month July 2015, 9 foal registrations and 55 transfers were completed with help from valued volunteer Carolyn Sutton. There are 142 stallions renewed for 2015. There are 806 members new and renewed so far for 2015. There are 48 youth members and 54 magazine subscribers.
<p><b>Website Update for the June Board Meeting submitted by Jessica Hanney:</b></p> <p>Stats for July: We've increased hits this month, but also dramatically increased user engagement, with clicks off the website and email signups quite a bit above June.</p> <p>We received 8557 hits total. The home page received the most hits at a significantly higher than normal 2700 views. The next most frequented pages were the sale page (365), classified ads (327), calendar (312), and member farms (210). The pedigree search received 68 inquiries. In total, 227 individual pages and posts received views.</p> <p>2145 visitors were referred from other sites (rather than going directly to haflingerhorse.com), with the top referrers being search engines (1866), Facebook (90), dreamhorse.com (12), horsechannel.com (9), and indianahaflingers.com (8).</p> <p>There was also a very large increase in clicks off the website, with a total of 423 links clicked on. Top</p>	

clicks off the site were to AHR's Facebook Page (53), the Haflinger Challenge website (44), Chestnut Ridge Haflingers (19), Hendershot Haflingers (17) and Der Haflingerhof (17).

We're up to 43 email subscribers.

III. Committee Reports	
<b>1. AHR Youth</b>	<p>Lisa Matheny – Chair, Dave Wilson – co-Chair; Members: Lisa Schott, Sherry Bradshaw, Ian Wengerd.</p> <p>No report</p>
<b>2. By-Laws</b>	<p>Paul Sutton – Chair</p> <p>Members: Brian Mitteer, Andrew Yoder, Mahlon Miller</p> <p>Nothing to report.</p>
<b>3. Classification</b>	<p>Bill Hendershot – Chair; Members: Chuck Hendershot, Jennifer Rousseau, Robert Eicher, Ray Miller.</p> <p>A Classification was held in Central Ohio with 17 horses for inspection. 2 Gold mares with a score of “82”, 10 Silver , and 5 Purple.</p>
<b>4. Finance</b>	<p>Chuck Hendershot – Chair</p> <p>Members: Board of Directors (Office Consultant Ruth Schwab)</p>

	No report
<b>5. Futurity – SIP</b>	<p>Robert Eicher – Chair; Members: Paul Sutton, Mahlon Miller, Doug Sutherland, Steve Webel</p> <p>2015 Enrolled: 42 weanlings, 22 yearlings, 6 2-yr olds, 7 3-yr olds. 26 SIP.</p>

<p><b>6. Judges</b></p>	<p>Chuck Hendershot – Chair; Members: Bill Hendershot, Duane Stutzman, Lisa Schott, Bill Jameson, Karen LaBell, and Ray Miller.</p> <p>Nothing to report</p>
<p><b>7. National Show</b></p>	<p>Duane Stutzman – Chair; Members: Lisa Schott, Jacque Woodward, Steve Verhoff, Bill Ellingson, Missy Shanahan</p> <p>Nothing to report</p>
<p><b>8. Nominating</b></p>	<p>Paul Sutton – Chair; Members: Betty Miller and Judy Winkler</p> <p>Director Candidate Bios have been received from Dave Ayers, Judy Winkler, John Dunkel, Missy Shanahan, and Glenn Yoder.</p> <p>Director bio applications have been received from Dave Ayers, Judy Winkler, John Dunkel, Missy Shanahan, and Glenn Yoder. Target date is September 1<sup>st</sup> for mailing ballots. Ballots must be returned to the CPA on or before September 30<sup>th</sup>.</p>
<p><b>9. Pedigree</b></p>	<p>Ian Wengerd – Chair</p> <p>Members: Doug Hoskins, Theo Hug, Emily Gibson.</p> <p>Nothing new to report.</p>
<p><b>10. Personnel/Office</b></p>	<p>Brian Mitteer – Chair</p> <p>Members: Board of Directors</p> <p>Lease is coming up for renewal at the end of September. A decision will need to be made to keep the office in its current location with an increase in rent or move to a new location.</p>
<p><b>11. Points/Awards</b></p>	<p>Deborah North – Chair</p> <p>Members: Susie Haszelbart, Rhonda Gould, Marti Gugel, and Chesna</p>

	<p>Klimek.</p> <p>The Points and Awards committee members are now developing point sheets for individual disciplines (including pleasure riding, pleasure driving, draft driving, dressage, CDE, eventing) and hope to be able to present a revised program to the board by the October meeting.</p>
<p><b>12. Promotions/ Advertising/Regional Support</b></p>	<p>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.</p> <p>Western dressage discussion.</p>
<p><b>13. Publications</b></p>	<p>Susie Haszelbart – Chair; Members: Jacque Woodward, Melanie Cornman, Susan Van Horn, Martha Gugel, Jessica Hanney, Michelle Harper, Ruth Schwab, Shannon Van Horn, &amp; Missy Shanahan.</p>
	<p>Nothing to report</p>
<p><b>14. Sales</b></p>	<p>Dave Wilson – Chair</p> <p>Members: Phil Greenisen , Andrew Yoder, Owen Yoder, &amp; Leon Miller</p> <p>Consignments close August 16<sup>th</sup>.</p>
<p><b>15. World Federation HAFLINGER WORLD BREEDING AND SPORTS FEDERATION COMMITTEE</b></p>	<p>Chuck Hendershot – Chair: Members: Jennifer Rousseau, and Donald Sommer.</p> <p>Nothing to report</p>
<p><b>I. V. New Business</b></p>	<p>Chuck Hendershot discussed the current financial situation. He</p>

expressed concerns with the magazine expenses, and memberships through July, but the overall net income is ahead by \$681. The Board reviewed options to generate more revenue and other ways to save expenses. Chuck Hendershot moved to have Ruth Schwab sign the AHR tax return prepared by 415 Corporation, Melanie Cornman 2<sup>nd</sup>, and motion passed.

Moved by Missy Shanahan and seconded by John Dunkel and approved that the meeting be adjourned at 9:01 p.m. The next meeting date is Wednesday, September 9, 2015

Respectfully submitted by Susie Haszelbart, Clerk to the Board.