

## AHR Board of Director's Meeting September 2015

TOPICS	DISCUSSION
	<p>The September 2015 meeting was called to order by vice-president Paul Sutton at 8:01 p.m. (EST). Attending were: Melanie Cornman, John Dunkel, Bill Ellingson, Chuck Hendershot, Missy Shanahan, Ian Wengerd, Andrew Yoder, and Ruth Schwab. Susie Haszelbart and Brian Mitteer absent with notice.</p>
<b>I. Old Business</b>	<p>Review and approval of August minutes. Chuck moved to approve the minutes as corrected. Melanie seconded. Motion passed.</p>
<b>II. Office Update – Ruth Schwab</b>	<p>For the month August 2015, 33 foal registrations and 27 transfers were completed with help from valued volunteer Carolyn Sutton. There are 142 stallions renewed for 2015. There are 819 members new and renewed so far for 2015. There are 48 youth members and 51 magazine subscribers. Discussion regarding details on the proposed move to a new office location. Chuck made a motion that the board authorizes the treasurer and managing director to negotiate a lease for a term of 5 years with rent increases not to exceed rent increases of 5% every two years. Andrew seconded. Further discussion. Bill Ellingson asked the motion be amended to 4% every two years. Andrew seconded the revised motion. Motion carried. Treasurer and Managing Director will negotiate notification of termination on the current location.</p>
<p><b>Website Update for the September Board Meeting submitted by Jessica Hanney:</b></p> <p>Stats for August:</p> <p>We received 8940 hits total. The home page once again received the most hits at an even higher than normal 2891 views. The next most frequented pages were the sale page (508), calendar (347), classified ads (312), the National Pleasure Show (279), and member farms (251). The pedigree search received 72 inquiries. In total, 210 individual pages and posts received views.</p> <p>Referred visitors were up as well, with 2359 visitors were referred from other sites (rather than going directly to haflingerhorse.com), with the top referrers being search engines (2129), Facebook (115), dreamhorse.com (11), and toplinefarm.com (9), with visitors coming from a total of 49 different</p>	

sites.

There was also another increase in clicks off the website, with a total of 539 links clicked on. It is also worth noting that 382 to those clicks were directly to websites of farms and breeders, so advertisements and Member Farm listings are well worthwhile! Top clicks off the site were to AHR's Facebook Page (60), Chestnut Ridge Haflingers (26), Montel Haflinger Stables (25), Der Haflingerhof (23), and Golden Fields Horses (22). There were a total of 46 websites that received hits directly from AHR's page.

We are currently at 49 email subscribers.

Bill asked if the website could be more proactive on posting show results. John Dunkel is working with the Webmaster to make this happen.

III. Committee Reports	
<b>1. AHR Youth</b>	Lisa Matheny – Chair, Dave Wilson – co-Chair; Members: Lisa Schott, Sherry Bradshaw, Ian Wengerd.  Summer newsletter is in process.
<b>2. By-Laws</b>	Paul Sutton – Chair

	Members: Brian Mitteer, Andrew Yoder, Mahlon Miller  Nothing to report.
<b>3. Classification</b>	Bill Hendershot – Chair; Members: Chuck Hendershot, Jennifer Rousseau, Robert Eicher, Ray Miller.  The Classification was completed in July in conjunction with the Central Ohio Registered Haflinger Show. The Committee would like to extend their thanks to Central Ohio Show Committee for their support and cooperation in making this inspection possible. Also, would like to thank our judges again for their support and hard work. Thanks to Mike Keatley, John Dunkel, Nicole Cable, Ray Miller and Robert Eicher and our Learner Judge Ian Wengerd. Also thanks to Ruth Schwab for her assistance in the administration tent.

Classification results for 17 horses.

Gold	2	Both mares with a top score of 82
Silver	10	
Purple	5	

Financial results were good with \$3,175 in revenue against \$1,135 in expenses for a net contribution to the AHR General fund of \$2,040. Based on Board action the Classification reserve would increase \$1,020 this year, added to the \$1,415 set aside in 2014 for future classifications.

The Committee received several comments on ideas to improve the process and attendance at future classifications. All comments are welcome and are being considered by the Committee. One of the repeat comments was to schedule the dates and judges earlier and publish the information earlier for both exhibitors and spectators. We attempted to improve this process in 2015 by asking anyone interested in hosting an inspection to contact the committee with a potential site by mid-January. We had no response. The Committee then continually asked for individuals or groups interested with little results until April/May. We are going to try again. This year we will contact the Haflinger Championship Challenge Show Committees about interest in hosting an inspection at their show. Anyone else will have until mid-January to contact the committee to express interest in hosting a site. The mid-January time is selected to match the dates that all shows will have their respective dates locked in for 2016. We will then contact the judges concerning willingness and availability for judging at all identified locations. With cooperation, we should be able to publish prospective sites and judges prior to mid-February. We will then publish the sites on the AHR Website, Facebook and in the Haflinger Horse magazine providing everyone 30 days to provide expressions of interest by site and the prospective number of horses. Based on the responses, the Committee will target the end of March for a decision on Classification site, date and judges. Please respond to information requests, because if there are not sufficient horses identified to support the Classification the decision will also be made that there will not be a classification.

<b>4. Finance</b>	<p>Chuck Hendershot – Chair</p> <p>Members: Board of Directors (Office Consultant Ruth Schwab)</p>

AHR completed the 8 months ended on August 31, 2015 with a profit of \$1,297 compared to a profit of \$3,860 for the same period in 2014 on a comparative basis. The primary drivers for this performance were the sale of the team of horses from the Kentucky Horse Park which netted the organization a profit of \$5,815. This was partially offset by a lower overall profit from the National Show in 2015 of \$1,417. Our core revenues of Memberships, Registrations, Stallion Licenses and Transfers remained down when compared year to year and is a concern as we move forward for the remainder of the year and into 2016. Expenses for the eight month period were higher, excluding program fluctuations primarily due to some increase in payroll costs, taxes and health Insurance and the costs of the bylaw election earlier in the year. In comparison to the budget for the first eight months of the year, AHR is significantly outperforming with a profit of \$1,297 against a projected loss for the period of \$15,252. The outperformance is driven by three major factors (1) the sale of the team of horses from the Kentucky Horse Park, (2) the outstanding performance of the National Show and (3) the overall savings in employee costs as wages and the corresponding related costs are well below budget. However, it should be noted again, that our core revenue sources of memberships, registrations, transfers and stallion licenses underperformed expectations through the first eight months. All of the programs operated by AHR, with the exception of the magazine are ahead of budget for the year. While the magazine is underperforming the budget and the prior year, it moved into the black for the year in August. If we can hold this performance or improve over the last four months we could report another profitable year for the registry.

Looking forward and projecting the end of the year is almost impossible for this organization. Based on our current memberships and prior history of new memberships, we should be close achieving our expectations in membership dues and the base support for the magazine this year. Registrations are only about half of what was expected this year at the end of August, which means that we need to average about \$1,500 per month in registrations each month for the remainder of the year. Stallion licenses are expected to contribute another \$2,000 to operations over the remainder of the year with transfers adding \$12,000 over the same period. Looking at those 4 major revenue sources we budgeted based on receiving \$20,000 over the next four months to meet the expenses of the registry. As you can see, any shortfall will easily and quickly wipeout our small profit for the year. The good news is the Sale Committee has a good stock of consigned horses for the fall sale and if prices hold,

we should receive some help from this program and the corresponding transfers. Our expenses are under control; however, we may have added expense related to an office move or holdover lease payments until we relocate the office that could negatively impact 2015. The next four months will continue to be a challenge.

<b>5. Futurity – SIP</b>	Robert Eicher – Chair; Members: Paul Sutton, Mahlon Miller, Doug Sutherland, Steve Webel. Futurity start time is 8:30 am. The Reasons Class is scheduled to run after the SIP class and before the HBC Class. The question from draft exhibitors was passed on by Bill Ellingson as to whether the draft futurity could be moved to the Indiana State Fair. AHR has no control over classes at the Indiana State Fair. Missy felt the management would work with us if we wanted to do that. Others felt the Futurity should be kept together some how. The 2016 Futurity Committee will be asked to consider options.
<b>6. Judges</b>	Chuck Hendershot – Chair; Members: Bill Hendershot, Duane Stutzman, Lisa Schott, Bill Jameson, Karen LaBell, and Ray Miller.  The Judges Committee is supporting the Haflinger Co-Op and the AHR futurities in coordinating with the international judge, Lukas Scheiber for the event. Additionally, the Committee is working with Mr. Scheiber to conduct a Reasons Clinic to review

	his placing of the Weanling SIP futurity class to explain what he saw and/or was looking for in his decisions and judging that class. An exact time and location of this clinic has not been set.  The Committee is discussing information and training material, including potentially a video, to assist with developing 4-H judges for Haflingers. We have received a request from a member to attempt to develop a program of this type.
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<p><b>7. National Show</b></p>	<p>Duane Stutzman – Chair: Members: Lisa Schott, Jacque Woodward, Steve Verhoff, Bill Ellingson, Missy Shanahan</p> <p>Missy commented that she attended portions of both the Draft and Pleasure National Shows and felt everything went well at both. The photographer at the draft show will be sending photos. There is also a promotional video from the Draft National show in progress.</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 for the East Region, Judy Winkler, John Dunkel, Missy Shanahan, and Glenn Yoder for At-large positions. Bios and ballots have been mailed to the voting membership and ballots must be returned to the CPA on or before September 30<sup>th</sup>.</p> <p>There was an error in the preparation and mailing of the Board of Directors election ballots. In the mailing, Ms. Judy Winkler was incorrectly identified as a candidate for the East Central Region seat which is currently held by Mr. Ian Wengerd. This seat is <b>not</b> up for election as Mr. Wengerd’s term on the Board does not expire until the 2016 election. Ms. Winkler, is in fact running for an at-large Board seat with a three term that will expire in 2018. Normally, this error would require a second mailing of the ballots to all members, but since we have no Board seats being contested (we have just enough candidates running to fill the open seats) and the AHR by-laws do not require that a director receive a specific percentage of the votes in an uncontested election to be seated, the votes from the East Central Region will be sufficient to elect Ms. Winkler to the Board. Therefore, in order to save money and confusion we will not re-send ballots to membership. Instead to make sure that the at-large members have a voice in the election of Ms. Winkler the following motion will be placed before the Annual Membership meeting for a vote after the report from the nominating committee on the 2015 election.</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>
<b>10. Personnel/Office</b>	<p>Brian Mitteer – Chair</p> <p>Members: Board of Directors</p> <p>Discussion of the option to move the office to a new location. Current lease expires 10/31/15. See discussion above in section II “Office Update”.</p> <p>The AHR Office will not be staffed for one month beginning November 9</p>