

## **Region 14 Meeting Minutes**

**January 18, 2015 @ 1:00 PM**

**Clark County Champions Center**

**Springfield, Ohio**

Director Duane Esser called the meeting to order, with First Vice Director Jeff Caldwell, Second Vice Director Debbie Glasener, Secretary Debbie Swigart and Treasurer Jean Hedger in attendance. There were 10 clubs represented: BAHA, BAHAA, DBDR, KAHABA, KARABS, NEOAHA, OHAHA, OVAHA, OAATS and SAHIBA.

Everyone introduced themselves and the clubs they represent.

**Minutes:** Sherri Lewis asked that the November minutes be amended on the point that “*Cindy Clinton moved and John Morici seconded the motion to approve the \$1000 for the Mind, Body, Spirit set-up and that this passed unanimously.*” Deneb Thompson moved and Debbie G seconded a motion to approve the amendment to the minutes and to approve them as amended. This passed unanimously.

**Treasurer’s Report:** Jean reported on the money spent at convention and year-end expenses: \$500 for the Arabian Horsemen’s Distress Fund (AHDF), \$867.80 for the caucus meal, \$60.94 for convention door prizes, \$55 - the monthly fee for Constant Contact (up \$5) and \$3600 for the delegate packets. Jean also received a generous check from the regional show. She reported year-end totals: income was \$49,447.60, expenses amounted to \$26,584.64, so we ended the year with a positive balance of \$22,862.96. She noted that the 2014 calendar had extra expenses so it has a negative balance of \$226.09 but there is still one ad to be paid and a couple of people have purchased extra calendars, so that income will be applied. We still don’t have a final report for the 2013 convention income and expenses even though she and Duane met with Brad Short, (Controller at AHA) while at the 2014 convention.

For 2015, she has paid for meeting room for today, the Constant Contact monthly fee and the yearly website fee of \$240 for a negative balance of \$651.95. Cindy moved and Deneb seconded a motion to approve the treasurer’s report. This passed unanimously.

John inquired if any of the money will be invested in a certificate. Jean stated that she is checking on what is available that pays some interest and is safe.

**Budget Report:** Jean reported on the budget, which includes comparisons to each year since 2005. They put \$500 in for the Youth Director. With the convention being held in Denver, it is hard for clubs to donate door prizes, so at this past convention, Donna Kitchel bought them. A line item of \$100 has been added to the budget. The committee has put \$1000 in an Education & Promotional – Other category, \$800 in the Youth - Other category for Breyerfest; and under Miscellaneous - \$600 for trailer repair and \$1000 as an Emergency fund. It is a lean budget. Looking forward to the end of 2015, we are planning for a positive net balance of \$750.

Jennifer Tosch-Tucker offered her services to get items for 2015 AHA convention door prizes.

Joe Hull asked what category the Mind, Body, Spirit program money came out of and Jean stated the nothing has been paid out at this time, so we can determine which category to take it from

when it is discussed later in the meeting. Jean also noted that the Kentucky Round-Up is out of the budget for 2015. Sherri asked where Equine Affaire is listed - it is under the Education & Promotional category.

Joe moved and Rick Tosch seconded a motion to approve the budget for 2015. This passed unanimously.

**Director's Report:** Duane was called upon to assume the director's position at the convention, since Frank Gaddie was unable to attend. He reviewed some of the items that were discussed at that Board of Directors meeting. They have decided to stay in the AHA building, that is debt-free (and valued at \$1.2 million), and to fix the HVAC system as well as the roof. They are also putting in new lighting. Scott Trees has donated large photos (seen at convention) to decorate the office. Membership is down 6% and registrations are "flat." There was a sensitive issue involving a Half Arabian registration. In 2014, all of the national shows did well and made their budgets. In May, 2015, AHA will launch a new web site with more capability and that is easier to use. A new category in showing, "the level playing field," has been added for Western Pleasure, Saddleseat, Hunter and Trail. As a rider, you can go to the AHA website and determine your status. They are offering a horse passport for international travel. This passport could also be useful when traveling within the U.S. It will include the horse's registration, markings and vaccination records. USEF is trying to mandate that all horses showing at recognized shows would need to provide proof of vaccinations given within six (6) months of a show, so maybe this passport will fulfill this requirement.

John noted that at convention, they announced that AHA had 428 eligible delegates but only 268 were in attendance. This seemed to be one of the 'least attended' conventions in several years. He also commented on a report that 12 clubs were to be dropped by AHA but by the end of convention, the number was only four (4). Dave commented that we have recently lost two clubs – AHCGT (2013) and NWOAHA (2014). John also reported that the AHDF has paid out, since its inception, \$1.5 million to those in need.

**First Vice Director's Report:** Jeff has been asked by Duane to provide Region 14 information that will be put in the AHA *Insider* e-blast. Jeff had compiled so much information that Duane suggested they only submit information on regional activities for each quarter during the year. We are allowed to send in one page (in Word). Jeff will submit this by the 15<sup>th</sup> of the month, but he would like the information by the 10<sup>th</sup>. Sherri asked what the limitations are? Jeff stated that they have a new staff member at AHA in charge of this and she is checking on what the content can be. This e-blast is sent to all AHA members with a valid email address. This information is put out there for both those within the region to see what is going on but also it allows others to see what each region is doing. Many noted that they may come across this and have taken it for an advertisement. It was noted that if you 'unsubscribe,' you may lose all contacts with AHA e-blasts.

Jeff would also like to start having club activities presented under New Business at each of our regional meetings.

**Second Vice Director's Report:** Debbie G noted that we are losing youth participation in our association and we need to increase their involvement. Those of us at this meeting are not getting any younger so we need to have someone to take over for us in the future. We need a

Youth Director who will come to the meetings and take an active role in the region. Debbie is trying to get Brinley Swears (our current Youth Director) involved with the Awards Banquet, to see if the new venue could help get the kids to come and bring their parents. It would be good if they could have a youth meeting at the Banquet to plan activities for the upcoming year. Unfortunately we don't get a list of Region 14 youth members from AHA, so we have to rely on the local clubs to compile this information and get it to Brinley so she has contacts to work with. Jennifer offered that, if we send the information to [kybaha@aol.com](mailto:kybaha@aol.com), they could pass it on to her. Do we need to make the Youth Director an adult, like Region 10 OR maybe we need to offer a scholarship as an incentive to get the youth involved? Region 14 has been fortunate to have two (2) previous youth directors who made a difference – Monica Christian and Katie Pelphrey. Maybe we need to look at having a Youth Committee with an adult chair - someone in the young adult age range – to generate interest. There are no easy answers. There needs to be a reason for the youth to come to the meetings. The Youth National convention was discussed and it seems that they have trouble getting the kids (at the show) to attend that meeting and that the same six (6) kids were vying for the officer positions. If we institute a Youth committee chair, that person needs to attend the shows as well as the meetings. There will be an ongoing search to find someone who can motivate the youth. More to follow.

**Regional Awards Banquet:** Debbie G reported that Dave needs the nominations by January 19<sup>th</sup>. The banquet is set for March 7<sup>th</sup> at the Great Wolf Lodge. She is trying to get the youth to meet at this venue. The room rate is \$129. The rooms will accommodate 4-6 people and includes access to the water park. Photographer Scott Trees will be our guest speaker. She still needs “horsey” pictures uploaded to her via [Region14photos@yahoo.com](mailto:Region14photos@yahoo.com) by February 20<sup>th</sup>. The meal is \$35 for adults and \$15 for children under 13 years. She would like reservations by February 20<sup>th</sup> as well. Make checks payable to **Region 14**, mailed to either Debbie G or Jean. Ellie Troutman is working on the Silent Auction. Meeting rooms for clubs are available from 11:00 AM to 1:00 PM, with the regional meeting at 3:00 PM. Cocktails will be from 6:30 to 7:30 PM and dinner at 7:30 PM. Ellie would like to have each club donate to the Silent Auction and also have each of the shows in Region 14 put a packet together.

Dave reported that the nominations come from club presidents, past directors and the executive board. He is asking Duane to do an e-blast and ask that the bios be sent to Dave via email. These need to be brief. Nominees must be a member of an AHA club of Region 14. Duane asked that we encourage all those nominated to come to the banquet.

**Regional Show Report:** Cindy thanked everyone who helped make it a successful show. The dates for 2015 are June 24<sup>th</sup> – 28<sup>th</sup>; for 2016: June 29<sup>th</sup> – July 3<sup>rd</sup>; and for 2017: June 28<sup>th</sup> – July 2<sup>nd</sup>. New for the 2015 show will be Adult Showmanship and Western Dressage classes. Qualifying Sport Horse classes will be held on Thursday and regionals classes on Friday, not on Sunday as in the past. She has the judges for all the rings except for Carriage. Cindy doesn't believe that there will be any increases on the contract but there may be some new rules from the Kentucky Horse Park. More to follow.

**Calendar:** Kathy Whitmore noted the many challenges with doing the 2014 combination of calendar and directory and asked if we want to continue? The ads looked good but there were issues with the list from AHA. First they sent a list in the format we wanted but it only had head of household names and addresses. The second version was in another format and they seem to have excluded any members who live outside the states of Ohio, Kentucky or West Virginia.

Jean reported that she met with Mercedes from AHA at convention to see what might have happened. Kathy would like help collecting the money, so Jean volunteered to handle the billing for the ads and collecting the money. Debbie S stated that she talked with Jeremy Ball and we can make a secure place on the website to put the directory. She doesn't have the details but he can set this up as well as our Facebook links for \$300 and then train Debbie to manage the information. Sherri asked about clubs getting that member list and allowing members to use it for horse-related ads, but Dave noted that it is illegal to outsource the list and AHA will suspend you.

**USEF:** Duane attended the Thursday session of the USEF annual convention including the Arabian, National Show Horse and Endurance meetings. There is a program that involves the AAEP (American Association of Equine Practitioners) who want to see horse owners presenting records of vaccinations given within six (6) months of a competition, as opposed to the practice that Hunter Jumpers were using - requiring horses to be vaccinated up to four (4) times per year. This would be a way of safe guarding our horses from over-vaccination and from those horses that are never vaccinated. The question was asked how and who will police this – can it be included on the health certificate or the Coggins? As mentioned, AHA is instituting a passport program, which could include this information. It is yet to be determined if this would fulfill the requirement. There was a lot of discussion concerning this information including those that don't use a vet for their vaccinations - who will review the information at shows, etc. More information on this should be coming out in the near future – maybe Duane can send out an e-blast.

John also noted that Cynthia Richardson, president of AHA, reported that USEF gave \$11,000 to AHA, based on those USEF members that mark Arabian/Half Arabian/ National Show Horse on their membership form.

**Website & Facebook Report:** Ask previously mentioned, Jeremy (our webmaster) has confirmed that we can make a secure area on the website for the directory. Debbie S also reported that we have three (3) Facebook pages: AHA Region 14, Ohio, Kentucky, West Virginia; Region 14 Awards Banquet; and a Region 14 Youth page that Brinley set-up last August. But also there seems to be a second youth page from 2012 with Stonehurst pictures that may have been set-up by former Youth Director Katie Pelphrey. Debbie is looking for someone to handle the regional Facebook page that she has activated. Duane reported that Ellie Troutman would take on that duty. Debbie will deactivate the page that was part of Frank Gaddie's page.

As to using the website to publish the directory, Sherry Hull believes we need to check with AHA before proceeding so Duane will follow-up with that. We tabled this discussion until the March meeting, where we can decide how to pay for this and still pay for the calendar.

### **Old Business:**

**Education & Promotion:** Sherri recapped for this meeting her presentation from convention concerning the Mind, Body, Spirit proposal that is an outreach program to bring people to horses. Marketing research suggests that we should target the over 40 years of age woman who have “disposable” income and who is interested in gaining health and fitness plus having fun through horseback riding:

- Project 1 involves activating a GroupOn promotion that went live December 22<sup>nd</sup>, which offers a package of three (3) riding lessons for \$99 at the following farms: Setting Sun in Indiana, Tiara Arabians in Ohio and Firelight Arabians in Kentucky. Participants will get inspirational emails from non-horse professionals on health. Upon completion of the lessons, the person would receive a custom bracelet.
- Project 2 involves Ellie authoring a children's book that includes a chapter on Witez II and then other chapters that will include the experiences of Girl Scouts, home-schooled students, etc. that attend selected horse shows. Also there will be a High Point program where points are earned from showing or promoting equine events. A Frequently Asked Questions brochure will be generated to give out.

Sherri reported on the initial GroupOn sales: Setting Sun sold \$1200 worth. But it was not going as well for Tiara and Firelight. Once they removed the word "Arabian" from the farm names, responses improved. We have a negative perception problem with the word "Arabian." We need to promote our horses and provide education. So far GroupOn reports that 60% was purchased by folks 51 years and over, 30% by those 36-50 years of age and 10% by those 26-35 years of age. Redemption of the coupon required the participant to be at least 7 years of age and older. Jeff noted that the committee needs direction as to how to market to the 51 and older demographic. There was much discussion about how to improve our image to the general public. And there are a lot of home-schooled children that are looking for activities. Sherri reviewed our mission statement from the By-Laws.

Debbie G asked if, instead of creating another website, they could link this to the Region 14 Facebook page, which can reach a lot of people. As to the website, Sherri was disappointed in the slow response to the payment of the website bill. There was discussion on this topic – why do we need another website. After more discussion, Jill Robinson-Bailey stated that she doesn't believe we are following our mission statement, which is required for a 501(C) organization. This prompted more discussion as to our federal tax code classification and Ellen Patterson feels we are fulfilling our mission statement with our involvement at Equine Affaire and Breyerfest. Also Sherri clarified that the \$1000 was the cost of the program on an ongoing basis but it didn't include the initial layout to get this started. After further discussion, Joe moved and Deneb seconded a motion to fund this program for 2015 with \$3500 (which includes the original \$1000 previously approved) that would be used to establish and maintain the website, purchase 100 bracelets, etc. This would be a new line item to the budget titled Mind, Body, Spirit and would be reviewed on an annual basis in November as to funds needed. This motion passed. We need to verify our federal tax classification, which Jean and Joe will work on. Once the interactive website is established, a link will be put on the Region 14 website, under a new page with the heading of Education & Promotion. There was a further discussion as to the cost of having a separate website. Can we get another bid on this from Jeremy on the setting up all the requirements that they need for the GroupOn, High Point, and updates. The main point of this proposal is that we need to get folks interested in our horses. We need to give this a chance and see if this program can grow and get people exposed to our wonderful breed. Jill also wanted to thank the clubs that have already put money into this program.

**Equine Affaire:** Mickie Newman reviewed preparations for Equine Affaire (April 9<sup>th</sup> thru 12<sup>th</sup>) in Columbus. She needs help to staff the booth, preferably in 2-4 hour shifts. She would like the Region 14 events calendar to be condensed to a one-page sheet, which Debbie S will take care

of. OAATS has a hotel room that is available for anyone who can work more than one day and she will also provide a pass if you volunteer for a least 4 hours. Let her know ASAP so she can mail that pass to you before the event. She still needs horses for Thursday and Sunday to stand in the stall at the booth. The live horse is always a draw and dispels the myth that Arabians are “wild.” We still use the banner that Mollie got for this event. There was a discussion about playing DVD’s but Mickie noted that unless they are long, it is difficult to keep them running and you need a small TV with a built-in DVD player due to space limitations.

John noted that both the secretary and treasurer do work for this region on both a weekly and monthly basis. John asked Jean, as treasurer, if she is reimbursed by the region for all the hours she puts in maintaining the region’s financial reports, etc. She responded that she receives \$500 if she goes to convention, as partial compensation for travel – she is a volunteer. He thanked her for her volunteer service. He also thanked Debbie S for putting in the club names in the November minutes to clarify the abbreviations.

**New Business:** Dave wanted it noted that Carl Malicote has been hired as a ringmaster for 2015 U.S. Nationals.

Duane reported that they would discuss the Arabian Celebration show approval at the March AHA Board of Directors meeting.

Jill Robinson-Bailey had a poster and passed out a promotional card for KAHABA. This club awards money raised by the Kentucky Racing Commission – through a portion of the 6% sales tax on stud fees. These funds are divided up among the different breeds that are part of the program. The first year, they were awarded \$49,000. They have updated and re-designed their website ([www.kahaba.org](http://www.kahaba.org)) and are active on Facebook. Jeff noted that registrations have been declining: from 7700 to 4000 in Kentucky. Jill also noted that if you haven’t done so, please have your horse papers changed if you move into Kentucky, so that information is up-to-date and they can get an accurate accounting from AHA.

Jennifer wanted to remind the meeting about the BAH Open show, now in its ninth year. This year will be the second year for it to be a one-day Region 14 qualifying show. The show date is April 26<sup>th</sup>.

Rick moved and John seconded a motion to adjourn the meeting until March 7<sup>th</sup> at the Great Wolf Lodge.

Respectfully submitted,

*Debbie Swigart*

Debbie Swigart  
Region 14 Secretary