

Minutes from Region 14 Meeting
August 9, 2015 @ 1:00 PM
Holiday Inn at Cincinnati Airport
Erlanger, KY

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. Ten clubs were represented: BAHA, BAHAA, DBDR, KAHABA, KARABS, NEOAHA, OHAHA, OVAHA, OAATS and SAHIBA.

Minutes: Cindy Clinton moved and Linda Ferris seconded a motion to accept the minutes as submitted. This passed unanimously.

Treasurer's Report: Jean reported that she has received \$245 for regional club dues – more should be coming. She has received \$600 towards the 2016 regional calendar. She paid for the 2016 Equine Affaire, \$835.94. It would cost \$1225 but we get a discount by paying it early. That amount included some promotional material that AHA billed us for. The Mind, Body, Spirit bracelets have been paid for, as has the stalling, etc. for the FFA convention. She has also paid \$735 for trailer repair. At this time we have a negative balance of \$5,288.92. Cindy moved and Debbie G seconded a motion to approve the report. It passed unanimously.

As to the Mind, Body, Spirit bracelets, Setting Sun Stables (Joe & Michele Reser) need to get these for the folks that they have given lessons to via the GroupOn coupons. Jean reported that she paid \$1,013.08 directly to Cloud Nine on March 31st.

Director's Report: Duane appointed the following to the Budget Committee: Jeff Caldwell (chair), Duane, Jean, Joe Hull and Bill Pennington. This committee will meet at the AHA convention in November. Let them know if you have items you want included in the 2016 budget.

The AHA convention has been moved to Tulsa, OK for this year as the Denver Marriott is undergoing renovations (restaurant and rooms). We should be back in Denver for 2016. The convention forms and packet info is available online. The delegate/alternate information is to be turned in to AHA by September 1st and the early bird discount for the packet is due October 1st.

One of the main topics discussed at the August Board of Directors meeting was the upcoming Central Park (New York) show, sponsored by Rolex. It will start September 23rd and the Arabians will be the only highlighted breed. It will be aired on television. Entries for the classes were by invitation only, with six (6) per class. There is a matinee on Saturday and it will include breed demos. Duane noted that Cynthia Richardson (AHA president) was still looking for three (3) small sponsorships at a cost of \$25,000 each since she had already gotten a major sponsorship of \$250,000.

Youth Nationals was a success this year. They were down horses (814) but the entries were up. Those that watched it online noted what good quality horses were there. The show moves to Oklahoma City, OK next year.

The Judges School and Seminar this year is December 3-8 in Scottsdale, AZ.

Regarding the update of the AHA website, this is being handled in-house and will be phased in as there are so many changes and complications associated with this change. By upgrading the site, it will power how they do business at AHA and improve efficiency. It is also hoped that it will be more user friendly to members.

Registrations – to date - are down for 2015: 1654 Purebreds and 473 Half-Arabians. Debbie G commented that in the hunter-jumper and dressage world, as long as you have a quality horse, the registration is not a concern or selling point. Duane also noted that membership is down from 23,121 in 2014 to 21,061 this year. It was also noted that USEF is losing memberships.

Do we have an active scholarship program within our region – are any of the clubs offering them? Debbie G noted that the AHA scholarship is limited to an incoming freshman, but only as part of the Youth promotion. This led to a lively discussion as to why it should only apply to the youth. Duane will check to see if any of our clubs have a scholarship available.

Duane reported that the Competition Advisory committee will be changing the points for 2016 in the Leveling program. The points at this time are not representative of the level of riders.

There will be a Registration Commission meeting at the Stachowski farm, September 19. The meeting will be closed but there will be an afternoon seminar that will be open to the public.

As to the upcoming resolutions, one will ask to change the number of delegates a club gets based on their membership. It would change from 50 to 35. It is hoped that this might increase delegate attendance to convention but many noted that the costs of travel, etc. is part of the problem. Joe reported that they tried to get the youth members to be included in the count, but that was defeated. Debbie G noted that it definitely doesn't encourage youth involvement, which needs to happen when you note the population that attends convention now. Cynthia has asked the regional directors to report on where they think AHA will be in five (5) years and what can we do to improve our organization.

We still have not been reimbursed by AHA for the 2013 convention. It seems to be an accounting issue and Brad at AHA has been challenged of late with computer issues, etc. More to follow.

The HVAC unit has been upgraded at AHA.

There was a discussion about the Region 14 banner that they hang at U.S. Nationals. It is believed that it still has the old IAHA logo and needs to be updated. Duane will check on this. This banner would hang in the Ford Arena and the sponsorship would cost us \$250 per year. Cindy moved and Debbie G seconded a motion to obtain a new banner (navy blue and white – no fringe) and take the funds from the regional show budget.

First Vice Director's Report: Jeff reported that he continues to need information for the AHA Insider e-blasts. He needs to submit the info by the 15th of the month prior to when the e-blast is sent (i.e. August 15th for September). Joe asked if they can include a link to our website. Jeff would check on this. He also noted that we are limited to the type of font and the amount of info we can put in the e-blast (i.e. pictures, etc.).

Regional Show Update: Cindy reported that we had one of best shows in the past 15 years. We were up in the number of horses and everyone seemed to be happy and having fun. We had good weather and she would like to thank all the workers and volunteers for all their hard work. The Equitation Challenge put on by the youth was a big hit.

Breyerfest 2015: Neil Henderson reported for Lorie Henderson on this hugely successful event. Over 10,000 attended this year. They presented a demo on each of the three (3) days and 11-12 horses participated. It would take them 2.5 hours to get back to the stalls because of all the interaction with the crowd. Jeff asked that they send him a couple of pictures to post on the AHA Insider e-blast. Neil noted that they would have the video up soon on YouTube as well as pictures on Facebook. They have been asked back for 2016 and they are always complimented on the quality of their presentation. They were able to purchase 700 bags to pass out but would like to increase that to 1000. Jeff also noted that they need more volunteers for the booth.

Mind, Body, Spirit Program Update: Sherri Lewis was not present to give a report. Again it was mentioned that the Resers are still doing the lessons and need the bracelets. Duane will follow-up with Sherri.

Equine Affaire: Mickie Newman reported that we get a 30% discount on the 2016 booth if we paid at least half of it by August 1st [see treasurer's report]. Sarah Vas handled the breed demo this year but is not available for next year so Mickie is looking for someone to coordinate that. She also noted that we need more "stall" horses, which are separate of the demo horses. Also she noted that mini demos have been added in addition to the main Saturday demo. We have a corner booth in the Breed building, which is not in the shopping area but is where they do the breed demos. The handouts did well, but we paid \$78 (shipping) to AHA for more handouts. Comments were that attendance was down at the event as were the number of breeds that participated. Duane would like to get a picture of the booth. Mickie will get info to Duane so we can get an e-blast out of what we need for next year.

As a side note, Duane reported that Howard Shank of the Purebred Arabian Trust (PAT) was at the Kentucky Horse Park during the Region 14 show and stopped by to talk with Duane. He was there to check out the \$250,000 repairs that were needed for the kiosk at the museum – at the Arabian Gallery. Duane also mentioned that they can't use the email information the park collects from that kiosk for follow-up and promotion. Also the information stand that is at the end of the display is empty much of the time and it is not clear who is responsible to put flyers there. There was a lively discussion on who needs to take care of this – MDP at AHA or PAT? We need to get information over to them when we have the regional show there. Duane wants folks to be aware of this issue and try to see what we can do to improve the situation.

Jeff noted that the Secretariat Festival is September 19th in Paris, KY. It is a small town but the attendance is huge. SAHIBA always participates at this event. It is another venue to get our breed seen by the public.

Region 14 Banquet & Awards: Debbie G reported that we will again be at the Great Wolf Lodge – March 5, 2016. Rooms will be held until December 31st for the discount price of \$129.00 per night. This includes a wrist band (at a cost of \$25) which gives you unlimited access to the lodge attractions. And if you stay Saturday and check-out Sunday, you still have access to these attractions for the whole day. She will also get information on the Comfort Inn as alternative accommodations. This year we had a positive income of only \$74.07 - we paid out more for the speaker and video equipment, etc. There was a discussion as to how this new venue worked. The food was good and it was a good location. We had the auction again and it made \$2,530, but participation was down. Attendance was up, at 131. The lottery ticket raffle was successful - maybe we could add the Ohio and Kentucky lotteries to this. Donna Kitchel won the packet and collected \$205 for her \$20 investment. Duane and Jeff both noted that even though the guest speaker cost was up, it was a good attraction. The slide show went well and we will need more pictures for next year. It should be noted that there cannot be full bottles of alcohol present in the baskets for the auction (Great Wolf Lodge rule) – empty bottles are OK.

Calendar / Directory: Kathy Whitmore reported that she will be moving out of the region – she is taking a new job in Illinois. However, she will finish coordinating the 2016 calendar. She has three (3) months open but has calls out to possible candidates from her waiting list. We then discussed the future of the Directory. Debbie S has been in touch with Jeremy Ball, our webmaster and we have the ability to put the directory on the website in a secure location. Or we have the option of just getting the list from AHA and create a PDF file format that could be emailed directly to all Region 14 members. Donna Kitchel moved and Cindy seconded a motion to move forward and put the directory on the website. This passed unanimously. Further discussion continued on the future of the calendar and also what should be done if those ads/months don't get sold. Joe asked about doing a "plain paper" version of the calendar vs. the ads, etc. We need to finish the 2016 as before and then get a price comparison on a plain calendar. Cindy suggested that Region 14 should promote Equine Affaire, the regional show and Breyerfest by advertising each on the month before they are held (March, May and June). Donna moved and Debbie G seconded a motion for the region to purchase the

three (3) months to promote these events, if needed, to finish the calendar. It passed unanimously. Duane needs to send out an e-blast so make sure we get the dates for the calendar. Donna Lassanske asked if we could investigate having the calendar printed in a smaller version.

Old Business: Cindy reported that Tony Conner (KAHA) has completed his chemotherapy treatments and will now start radiation. Also, Bill Pennington let everyone know that he is now cancer free.

New Business: Cindy reported on her Thanksgiving show that is held in Tampa, Florida – put on by AHA of Florida. Cindy has asked them if they would like to make this a concurrent Region 12 / Region 14 qualifier, but has not heard back on their decision. Cindy moved and Debbie G seconded a motion to give them permission as a concurrent show, if they request it. This passed.

Cindy also reported that Tom Zaffer, former president of the Ablackshorse AHA club, lost his son, who was shot and then the house was set fire during a robbery. Tom is working on finding his horses good homes.

Cindy moved and Debbie G seconded a motion to adjourn the meeting.

Respectfully submitted,



Debbie Swigart
Region 14 Secretary