

Region 10 Board Meeting – March 15, 2009

Eau Claire, WI

Present: Regional Director Van Jacobsen, Past Director Dean Meier, Delegates – MAHA: Toni Marie O’Daniel, Anita Grant, Hillary Hoffman, Mickelson, Lori Conway, Jill Frieders; MHAHA: Christine Rickart, Chuck Rickart, Bob Gordon; NMAHA: Valerie Temp, Kathy Monico; Sahara Sands: Kitty Omitt; WDHA: Amy Thalacker, Rachel Rhein, Kristin Urban; IAHS: Connie Curtis; WAHA: Juli Goder Larson, Joan Rose, Bev Cole, Dick Hoeft, Gay Jeanne Bower, Nancy Miller; Guest John Diedrich - MAHA

Director Van Jacobsen called the meeting to order 12:00 PM, those present were asked to introduce themselves by telling the name of their first horse.

Connie Curtis moved that the January 19 minutes be approved as mailed, Toni Marie O’Daniel seconded. Joan Rose made a correction to the minimum number of Winona stalls required to be paid for by the Youth show.

The treasurer’s report was given by Chris Rickart. Bulk of the expenses have been in payment of bills for the Regional shows (\$14,000) and \$15,000 to clubs in revenue sharing. Gay Jeanne Bower moved and Toni Marie O’Daniel seconded that the treasurer’s report be approved. Motion passed.

Van thanked everyone for being here today.

The Director’s report will be on the Region 10 web site. However, the following items from the AHA Board of Directors were discussed:

- Selling the Modern Arabian Horse magazine on newsstands – it is cost prohibitive to do so. There is a need to define who the magazine’s audience is and have a plan to appeal to that audience. Jim Gordon the new editor will also be responsible for corporate sponsors. Juli Goder Larson stated the need to make sure that advertise disciplines not breeds in the magazine. Van will contact the editor directly about not advertising other breeds.

- Memberships, lists will be regularly sent to clubs with notification of memberships in the club that have expired and not been renewed. Clubs will also be notified of life memberships that are going to club.

Other miscellaneous items:

- Wendy Kroniseck has inquired of AHA possibility of forming a new club. Van will follow up with her.

Roger Lathem who formerly supplied the AHA awards is proposing selling Christmas ornaments as a youth fund raising opportunity.

WAHA and WDHA have contacted Van about the TAIL program. Anita Grant asked about holding a TAIL program during the Region 10 Show. The pros and cons were discussed, no decision was made.

The Youth Board met in Denver at the same time as the AHA Board of Directors. Both the Region 10 Youth Director and Vice Director attended the meeting. In her report Youth Director Sydney Arnold stated that the Youth have a zero budget and ideas for fund raising were discussed at the meeting.

Two possibilities for the Region 10 youth are holding a silent or live auction at the Region 10 Show or a guitar hero program.

Joan Rose reported that the Youth Round-Up has received a \$500 grant from USEF. She has also changed the class list for the show to mix the disciplines, all championships will follow the other classes and all the walk/trot classes will be held on Saturday.

John Diedrich, "Arabian Horse Times" stated that the "Times" would like to continue to do the Region 10 Membership Directory.

Region 10 Show Report – Hilary Hoffman has volunteered to organize the Barn Party on Friday evening. After discussion Jill Frieders moved that the Show ad in the "Times" will be paid from \$250 from the general promotion line item and \$100 from the miscellaneous line item. Toni Marie O'Daniel seconded and motion passed.

Old Business:

Web site – Bev Cole reported that everything that she has been sent has been posted. Van asked if there was a policy on trading links. Bev stated that the Region does not have a policy per say on links, Equine Now a link which lists horses for sale has inquired about a link with Region 10. There was discussion on whether or not to add such a link. Dean Meier suggested leaving it up to Bev as webmaster re decisions on whether or not to add a particular link.

The calendar on the website is designed to target Region 10 events.

Scholarships – Gay Jeanne Bower stated that the Scholarship applications are on the web site and that the press releases have gone out.

PR Network – Anita Grant stated that the Mall of America promotion is not going to happen until at the earliest late Fall. She will be speaking at several private schools this spring. Anita also inquired if people would be willing to open their barns to the public to have an Arabian Day.

Connie Curtis asked how the Discovery Farm program is doing, currently not much has happened. Van stated that discussion at the Board meeting indicated that AHA is trying to revitalize the program.

WAHA is planning to hold a TAIL program at the September ACS show.

Chris Rickart reminded club's that the deadline for requesting a President's Award is April 15.

Laura Mickelson has sent in the Regional insurance.

New Business:

Van asked Dean to assist in the distribution of the Region 10 Club payout. The formula used to determine the amount a club received included: club's activity in the region, attendance at Region 10 board meetings and the number of club members.

The Region will give the Galleries \$1000. MAHA and MHAHA are both giving the Galleries \$1000.

Lori Conway reviewed the Breeders Summit discussion.

Membership Development has funds available for grants up to \$500 for promotion. Van suggested that both state expos the ACS show should apply for grants.

Connie Curtis passed around the name of an EMT available in the Minneapolis area.

Joan rose suggested that when you sell a horse pay for the transfer of ownership and pay for a reduced membership.

Laura gave Minnesota people information about two upcoming legislative bills promoting horses as livestock instead of companion animals.

Meeting adjourned at 3:50 P.M.

Nancy Miller , Regional Secretary.