

**Arabian Horse Youth Association  
Board of Directors Meeting  
Approved Minutes  
November 18, 2012  
Denver, CO**

- I. The meeting was called to order at 8:10 a.m.
- II. Attendance
  - a. Board Members
    - i. Morgan Annand
    - ii. Betsy Carlson
    - iii. Grace Cusick
    - iv. Shannon Friske
    - v. Rebecca Hankey
    - vi. Allison Johnson
    - vii. Katie Johnson
    - viii. Laura Killian
    - ix. Klaire Lewis
    - x. Tori Oto
    - xi. Jackie Pakula
    - xii. Camille Waechter
  - b. Guests
    - i. Stacey Dunn
    - ii. Bill Harless
    - iii. Nancy Harvey
    - iv. Debbie Himmell
    - v. Cindy Howey
    - vi. Yvette Howey
    - vii. Janet Kaiser
    - viii. Angela Mannick
    - ix. Glenn Petty
    - x. Cynthia Richardson
    - xi. Susan Shea
    - xii. Shawna Strickland
- III. Robert's Rules of Order: Debbie reminded everyone about the basic tenants of Robert's Rules, including being recognized before speaking, etc.
- IV. Approval of Agenda
  - a. Motion 1: Jackie moved to approve the agenda. Katie seconded. Approved.
    - i. Motion 2: Shannon moved to move the Treasurer's Report to after regional updates. Katie seconded. Approved.
- VII. Unfinished Business
  - a. Cynthia Richardson, newly elected President of AHA, introduced herself and some of her views about the Association and the youth. She challenged the board to brainstorm ways to increase the non-showing or "casual" youth membership. Such an idea was to reach out to other breed

associations. She has an open door policy and looks forward to developing relationships and working with the youth board.

- b. Glenn Petty, AHA Executive Vice President, introduced himself and asked the board how we can get kids off video games and into horses. He mentioned a potential to get involved on a national level with the Girl Scouts and an initiative with other breed associations to provide an Executive Board training for their respective youth boards. He stressed the need to work together with other breeds now more than ever.
- c. Who's Who Blurbs: Send to Shawna by Wednesday, Nov. 21<sup>st</sup>.
- d. Communication
  - i. Some gaps are present in the Board of Directors list and the Regional Coordinators list. Be open with Shawna about involvement and how AHA can help.
    - 1. Let Shawna know you received her emails!

#### VIII. Regional Updates

- a. Region 1 - None
- b. Region 2 - None
- c. Region 3 - Morgan
  - i. Plan games for Regionals
- d. Region 4 - None
- e. Region 5 - None
- f. Region 6 - None
- g. Region 7 - Jackie
  - i. Quiet, American Cup- 2 judges, board meetings at bowling alley or ice skating, youth party at Scottsdale
- h. Region 8 - Becca
  - i. Pre-show for first time in a while, hope to have more youth
- i. Region 9 - Shannon
  - i. 2 new shows but low numbers, Christmas show-stick horse and Santa
- j. Region 10 - Allison
  - i. Fall Fest, more youth classes, broke up 17 and under
  - ii. Sponsored youth judging contest, will happen again - Stacey
- k. Region 11 - Klaire
  - i. 50-50 at her next show, trying to keep in contact with regional youth, starting Facebook page- youth director worried about bad comments on the page?
- l. Region 12 - None
- m. Region 13 - None
- n. Region 14 - None
- o. Region 15 - Cody Chamberlain is VP and Holly is at Basketball. Laura
  - i. Facebook page is really picking up, more social page, pig roasts at Class A, wants to put together scholarship program
- p. Region 16 - Grace
  - i. Don't have a lot of youth or membership, working on getting people to join, sends out E-Blasts every month

- q. Region 17 - Katie
  - i. Barely anyone in fun classes because low youth entries, next show in B.C. where there are more youth, doing 2 clinics for free
- r. Region 18 - None
- s. Shawna distributed a responsibilities timeline. Email her if you'd like a soft copy.

IX. AHYA Committees

- a. Responsibilities - Committee chairs are responsible for compiling reports, making sure members are participating and the committee is active, and outlining goals.
- b. Convention/Credentials - Laura
  - i. 156 delegates, 82 seats filled
  - ii. Creative Contest Awards
  - iii. "Name that Horse" and pop culture games kept the delegates interested between periods.
  - iv. Form of Convention worked well.
- c. Youth Nationals Committee
  - i. The Chair acts as a liaison with the Youth Nationals Show Commission and typically doesn't show at Youth.
    - 1. Katie Johnson voted in as new chair
    - 2. Update addresses with people on committees
    - 3. Grace would like to join
- d. Youth Activities - Tori
  - i. Poker run isn't very popular
  - ii. New idea: "**Flocking**" pay to flock trainer and fill barn with pink flamingos - Angela
  - iii. New idea: **Horse Bowl**, quiz bowl about horses, adding to "team" contests, judging contest and hippology, maybe have a team for every region, at the welcome party? - Nancy
  - iv. New idea: reach out to girl-scouts and 4-H to come to our team activities, they do not need an Arabian to compete but will be exposed, "**TAIL program**," contact home school groups (they get credits for coming), senior citizens, Del-Web communities
- e. Membership/Fundraising and Promotions
  - i. Khristina current chair, involvement unclear
  - ii. Jackie elected as co-chair
- f. Regional/National Classes - Lauren Sussman was the contact
  - i. Elect new chair: Katie Johnson
- g. Equitation and Showmanship - Camille
  - i. Receives minutes from Deborah Johnson,
  - ii. Is it a rule to have dressage seat eq. if you have dressage?
  - iii. Stacey - eq. manual is being redone
  - iv. Showmanship attire requirements are being referred to committee
  - v. Allison- cannot go into the middle during equitation if your horse pulls a shoe, no timeouts is a USEF rule: **possible rule change?**
    - 1. "Did you know?" section of blurbs/ e-blasts

- 2. Ask regionally if they would want that change, convention, bring back up in March
    - vi. Laura: every rider had different patterns in dressage- interpretation or rulebook issue?
  - h. Nominating - Laura
    - i. Run for office!
    - ii. Out going seniors are automatically on the committee
  - i. Public Relations
    - i. Elect new chair: Camille
  - j. Working Western - Jackie
    - i. Have been trying to add more western classes at Youth, western exhibition class- ATR and JTR, if not than a clinic, got youth reining classes established, scholarships and saddles awarded, freestyle reining added to Scottsdale
    - ii. IEA - college equestrian sports, show somebody else's horses- introduce people to Arabians
  - k. Sport Horse - Katie
    - i. Elect new chair: Klaire
    - ii. Cynthia - Sport Horse Nationals is going back to Lexington, Virginia; reach out to pony clubs; "leg-up" program
  - l. Committee Goals
    - i. Keep in touch with people that are on your committee, put together goals and turn in with January reports, Membership/Fundraising and Promotions reach out to other clubs and keep track of how successful all the activities are
- X. Side Note: Bill –Pony Clubs East Coast Championships, West Coast Championships in Illinois
  - a. Interscholastic USEF promotion
  - b. Marketing ideas, just tell us what tools we need to succeed in the future
    - i. School newspapers
    - ii. School clubs
    - iii. College essays
- XI. Treasurer's Report- Jackie
  - a. Total fundraising was \$26,000
  - b. Revenue budget has gone up a little bit to \$80,350
  - c. Shawna: \$25,000 promotional budget for outreach and promotion NOT "new" stuff, \$6,000 is used so far, use it or lose it every year
    - i. \$15,000 in AHA for promotion that can be gained by request, may be used for regional projects-ask Shawna for help or Stacey for budgets
    - ii. Cindy: any unspent fundraising money that was in youth programs was rolled into general funds, but now is rolled into Youth Programs; \$17,803 is current rollover
    - iii. Outline and use money wisely so we can go back to the board and tell them if we need more or less

- iv. Cynthia: Annual vote, we need it to roll over and be consistent instead, adjust how motions are made
  - v. Bill: help craft template when asking for sponsorships, helps us tell them how we use our money and how we are a value to who we are asking for sponsorships
- XII. AHYA Convention Ideas
- a. Katie: masquerade, station to make masks, “Phantom of the Opera”
  - b. Camille: superheroes
  - c. Angela: patriotic theme, advertise to the military families at “Curtlan” local base
    - i. Like at Scottsdale- people line up to take pictures with costume horses; **do regardless of theme**
    - ii. Debbie: families of soldiers get together, invite them to all our events
    - iii. Katie: little kids might not get too excited over the patriotic theme
    - iv. Camille: little flag pin for a distress fund
  - d. Laura: video game theme
  - e. Medieval theme
  - f. Arabian nights
  - g. Cynthia: Show us your roots as opposed to patriotism
    - i. Morgan: Football teams
    - ii. Relates back to “where are you from?”
  - h. Official theme: **WHERE ARE YOU FROM?**
    - i. Allison: baskets from each region
- XIII. Convention Activities
- a. Voted to not have a keynote speaker
  - b. Have Cynthia come and do an introduction at convention
  - c. \$1,000 budget for keynote speaker
  - d. Gary Miller - human interaction and body language with horses
    - i. Maybe during the week have a demo: vaulting or skeleton
  - e. Make trainers aware we need kids at convention
  - f. Cindy: go to APAHA, they will help spread the word that this is an important function
  - g. Shawna can pull a list of entries for your region; call them and tell them to go to convention
  - h. Morgan: pie throwing contest
    - i. Region 15 did one and made \$3,000
- XIV. Youth Nationals Report
- a. Put judging contest on Friday so kids stay to watch finals
  - b. Horse judging down but they got to judge from middle of ring
  - c. Hippology contest numbers went up
  - d. Bring consignment sale back
  - e. Dunk tank was fun, made \$675 but we can get rid of it
  - f. Non-horse girl did the journalism and she loved it, brings in kids who aren't showers

- g. Publicity and signage- invite the families for photo op on Saturday close to finals night so they stay and view
  - h. Arrange meeting with show commission
  - i. Volunteering: make sure you check schedule and help
- XV. Youth Awards and Recognition
- a. Tori Oto - Youth of the Year
  - b. Camille Waechter - presidential speech
  - c. Shawna: excellent feedback from everyone
- XVI. New Business- Shawna
- a. What to do with our \$25,000
    - i. Social and print media push and marketing
    - ii. Have us take over twitter page and Facebook posts and blog posts so that it's a fresh idea to the people who follow the social media sites
    - iii. Working with Bill to put together advertising plan
    - iv. **Illegal to post proofs online unless you pay for it**
    - v. Shawna: Social media workshop at March BOD Meeting
  - b. United States Pony Club Annual Meeting- Becca (local)
    - i. Jan. 23-27, 2013 Westminster, CO
  - c. American Youth Horse Council Meeting- trying to get the executive committee to join, region 16 (Grace)
    - i. April 12-14, 2013 East Windsor, Connecticut
  - d. Helmet rule- was a resolution for this Convention PASSED
    - i. All working hunter jumper and hunter seat equitation must wear a helmet at all times
- XVII. March BOD Meeting
- a. Weekend of the 15-17 of March, 2013
  - b. Progressive lunch meeting on 16<sup>th</sup>
  - c. Early preparation - booking rooms and tours, let Shawna know ASAP if you are attending
  - d. Agenda: youth will be a huge topic of the March adult board meeting
  - e. By March have plan ready for any resolutions that we want to vote on at Youth Nationals and have sent to Convention
- XVIII. Reminder: T-Shirt Sponsorships
- a. Start sending out notifications now!
  - b. A lot of regions work on a calendar year with their budget
- XIX. Reminder: Silent Auction Sponsorships
- a. This is a relationship world
  - b. Go talk to your vendors and when you return the next day they're more willing to donate
- XX. Stacey: Join Facebook Promotional Change page!
- a. Promoting Positive Change in the Arabian Breed- page and a group
  - b. If you have a complaint you need a suggestion or your post will be deleted
  - c. There are ways to make time to add select rider if we want it!
  - d. Do family pictures outside of the ring and you could get 2 days of the show available for more classes- **possible Resolution**

- e. Add freestyle dressage to finals night?
  - f. Spread apart Canada and Youth Nationals so that the youth can bring their horses to both shows
- XXI. Motion to Adjourn 12:15: so moved by Klaire and seconded by Katie