

American Hackney Horse Society- 2018 Board of Directors Meeting
April 23, 2018 6:00pm EST, Conference Call

Meeting Agenda

I. Call to Order AHHS BOD Meeting: Maureen Quackenbush, President

II. Roll call – Mindy Preston, Recording Secretary

Members Present: Courtney Cahill, Rich Campbell, Bryan Earehart, Rickey Harris, Rodney Hicks, Tom Lowry, Bo Lucas, Melissa Moore, Mindy Preston, Maureen Quackenbush, Matt Schuckert, Lisa Sparrow, Karen Waldron

III. Approval of Minutes

Melissa Moore made a motion to approve the previous meeting's minutes. Karen Waldron seconded. The motion carried unanimously.

IV. President's Report

Maureen stated there was no report as the information would be covered throughout the meeting.

V. Executive Committee Report – Maureen Quackenbush, Tom Lowry, Toni Nastali

No Report

VI. Office Report

The office is still receiving membership applications daily, transfers are coming in often as well. We have not received many registrations lately, but are still processing the year end registrations as DNA comes back. We do have some with incorrect DNA which are getting retested as owners get back to us. Mare and Stallion nominations forms for the Futurity were sent out; those must be postmarked by May 20. The Youth Medallion program is doing well; we are continuing to receive competition forms. The Open Competition program has one participate; she will be competing with two horses. Taylor is working on finding out who printed the studbook. She is also gathering information about the registry update and hopes to have more information at the next meeting. She is also checking into pricing for Constant Contact vs. Mail Chimp (current company used) for our email blast. Constant Contact has more user friendly graphics.

Membership: 815 Members in 2018 as of April 23, 2018

Membership Breakdown:

558 Senior Members

85 Junior Members

145 Life Members – Active (157 Total)

3 Associate Members

Registrations: 121 Registrations as of April 23, 2018

Facebook: Horse Lingo is maintaining with the help of Maureen Quackenbush. As of the meeting the page is up to 13,646 likes.

Matt Schuckert suggested that Taylor check with Jay Kennedy and Steve Kildow in regards to the printer of the Stud Book. Toni Nastali is going to research QuickBooks to see if she can find an invoice from the previous printing.

Taylor has reached out to the ASHA & AMHA about their registry updates. She also spoke with Justin at USEF and he said for them to do it, it would cost around \$200,000 and take a couple of years to develop. Toni actually spoke to Justin in 2016 and he said he would have time to develop the Registry in 2018. After discussion Maureen asked Toni to look into this further. Toni added that this will be an expensive expenditure because the current system is so archaic.

During the office report Toni looked into the costs of Constant Contact, and it is \$20/month which is comparable to Mail Chimp that is currently being used. The executive committee will investigate further and decide which one to use in the future.

VII. Financial & Treasurer's Report: Toni Nastali

1 st Quarter Total Income	\$107,271.53
1 st Quarter Total Expense	\$49,326.04
1 st Quarter Net Income	\$45,961.70

\$150,000.00 was moved to the Savings from the General Checking account on April 17, 2018.

Merrill Lynch Recap: 2017 finished strong up 7.87% and gains of \$49,060, we remain balanced in our allocation – approx. 50/50 stock to bond, account is down 2.07%, still up 5.07% cumulatively

The biggest increase in income over last year's first quarter is because the LBS was held in March. So you can see program fees and promotional income is up substantially. As a result, the LBS Grand Event expense and printing expense related to LBS increased expenses. All monies owed for the LBS have not been collected as of March 31, 2018. Taylor is tracking that.

The year-end tax return preparation is underway and will be filed timely, once completed Toni will have an official year end statement to publish on the web site.

The only area of concern Toni has is there have been NO Trophy sponsorships this year. We continue to send the blue form with registrations, transfers and membership, but that is not generating any response. She is looking for suggestions. One idea Toni had was a targeted mail to members who have done this type of sponsorship in the past. Maureen suggested doing an eblast and posting on the website. Karen suggested asking for sponsorships through the Facebook page. Ricky Harris said he and Cheryl would be happy to provide trophy sponsorship money.

VIII. Foundation Report: Brian Yount, Chair, Mindy Preston, John Wrather

Maureen received a call from Ryan Barlow and Denise Trethaway asking if the Society would allow the Foundation to sell website ads to vendors. They proposed charging \$100/month for an ad. There are currently no ads on the website. There was discussion on how this would affect associate members. There are currently three associate members. These members have been contacted, but have not provided Taylor with any information. Taylor will email them again. This proposal has been tabled until the next meeting and the Foundation will be asked to put together some parameters for the proposal for the next meeting.

IX. Committee Assignments, Reports and Discussion

Annual Awards: Brooke Jacobs, Chair, Bo Lucas, Kathy Barlow

The Hall of Fame Award will be coming up in August. Maureen is going to touch base with Brooke.

Audit Committee: Vern Houston, Chair, Junior Schut

No Report

Budget Committee: Toni Nastali, Chair, Jr Schut, John Wrather, Keith Johnson

No Report, however have reviewed year end financials, need trophy sponsorships

By-laws: Maureen Quackenbush, Chair, Toni Nastali

No Report

Convention: Maureen Quackenbush Chair, Andy Freseth, Mindy Preston

No report

Open Competition/Dressage Committee: Karen Waldron Chair, Sandra Surber

The Carriage Driving Society of Greater Kansas City, taking place July 7-8, has requested the Society provide a Hackney Breed award for the high point Hackney horse. Karen thinks this is a brilliant idea for this show and additional shows and the committee will look at the CAA shows. This could be a great way to get some new members. Rodney Hicks made a motion to give a ribbon and trophy to the highpoint Hackney. Ricky Harris seconded. The motion carried unanimously. Ricky Harris also stated that he and Cheryl will donate \$200 for the trophy and ribbon for the Greater Kansas City show.

National Breeders' Futurity: Rodney Hicks, Chair, Vern Houston, Junior Schut, Steve Kildow, Andy Lamps

A reminder of the deadline dates needs to be posted and sent out in an email blast. The committee is working to come up with some new ideas and has contacted breeders asking them to nominate. The committee is asking the Society to once again add an incentive of \$10,000 to the pot. The committee is also working on fundraising ideas. Maureen suggested encouraging Futurity participation through Facebook and email blasts. Melissa suggested explaining the program in more detail and making it user friendly. After discussion Melissa Moore made a motion the Society add \$15,000 Incentive money to the National Futurity Payout. Ricky Harris seconded. The motion carried unanimously.

Limited Breeders' Weanling & 3-Year-Old Stakes, & Stallion Auction Committee: Tom Lowry, Chair, Rodney Hicks, Matt Schuckert, Steve Kildow, Sue Harrod, Katy Earehart, Tom Galbreath

The Grand Event had very good attendance. The committee was very happy with the event and has received positive feedback. The live auction brought in \$9,700, Stallion Auction \$43,000 (highest to date), Sponsorships \$9,000. The expenses were around \$13,000. Part of the leftover money will be kept for seed money for the 2019 event and the remainder will go to the Futurity as incentive money.

2019 dates are March 8-9. It will be back in Indianapolis and dinner will once again be at The Hawthornes. The hotel location is still under discussion. One of the discussions will be on alternative uses for the Hackney. As a fundraiser the committee will be selling raffle tickets for a Kennedy Harness.

Long-Range Planning Committee: Carl Nichols, Chair –

No Report

Nominating Committee: Matt Schuckert, Chair, Ricky Harris, Bryan Earehart, Melissa Moore

No Report

Promotional/Education Committee: Karen Waldron, Chair

Karen feels that more educational clinics need to be held. The dressage world has one once a month. Maureen stated this is an area Carl Nichols is working on in his Long Range Planning committee.

Regional Associations: Bryan Earehart, Chair

No Report

Registry Review/Stud Book: Carl Nichols, Chair, Ricky Harris

There was a request for transfer, but the papers had been lost. The markings of the pony in the pictures sent did not match the papers so a DNA kit has been sent to verify the pony's identity.

Trophy Committee: John Wrather, Chair

John Wrather was contacted and he will continue to take care of the trophies.

UPHA Liaison: Maureen Quackenbush, Chair, Andy Freseth, Mindy Preston

No Report

Youth Medallion Committee: Mindy Preston, Chair, Lisa Cox, Lisa Hilmer

No Report

Junior Exhibitor Regional Championship Program: Mindy Preston, Chair, Lisa Cox, Lisa Hilmer

All of the awards have been mailed out.

USEF Committee: - Karen Waldron, Chair, Tom Lowry (Present Chairman of USEF Hackney Committee)

USEF has put together a task force to look at the competition calendar and the handling (transparency) of the lease/sale of horses. The judging clinic is going to become the responsibility of the affiliates. Melissa Moore suggested a Judges Education committee be formed to work on material for the clinics. This committee will consist of herself, Maureen Quackenbush, Rodney Hicks, and Ricky Harris.

IX. Old Business:

- 1.) The Ethics Committee had a meeting on April 9. They have put together a proposed Committee Charter and Grievance Form. Courtney Cahill feels the Grievance Form needs more detailed information i.e. contact info, date, and location. Rodney Hicks made a motion to accept the Committee Charter as presented. Karen Waldron seconded. The motion carried unanimously. The Grievance Form will be sent back to the committee for more work.
- 2.) Equine Affair – Demonstrations and booth were provided by Colleen Martin and Lost Fortune Stables. The demos were well attended. There were riding and driving ponies and pleasure and harness ponies.
- 3.) USEF Membership Incentive Grant promotion update; The Society fulfilled its requirements by announcing the grant through various communications.
- 4.) AHHS Youth Medallion Showmanship Video Status – Tom Lowry has the instructors and location lined up. Just working on a firm time, but doing it as soon as possible, hopefully within the next 3-4 weeks.
- 5.) AHHS Foundation/Buck Stops Here – Eva with Horse Lingo has agreed to take over the running of the program.

X. New Business:

1.) WEG (World Equestrian Games) marketing and promotion opportunities – Presentation by USEF representative Mark Coley – USEF has done a media promotion with them, allowing them to become an official sponsor of WEG. Free USEF Fan membership will be given out during games. USEF will have a 30x30 space for merchandise, autograph signing. There will also be additional 10x20 space for Affiliates. USEF will man this space. For \$2,500 an affiliate can have a pull up banner, along with brochures, magazines and other literature. The affiliate can educate the USEF volunteers on highlights of their breed or an affiliate representative is welcomed. Daily newsletters will also be available. Learning Center videos will be presented through the Main Booth. After discussion Rodney Hicks made a motion to spend \$2,500 toward s the USEF Affiliate Booth Space at WEG. Karen Waldron seconded. The motion carried unanimously.

2.) Hats Off to Kentucky Promotional opportunity July 28, 2018 – This event promotes the equine industry. Melissa Moore suggested doing a Facebook post and email blast asking members who are interested in doing a demo to apply. Ricky Harris made a motion to ask members who were interested in doing a breed demo at the Hats Off event to apply. Melissa Moore seconded. The motion carried unanimously.

3.) KSF Sponsorship Request – The Kentucky State Fair is once again asking for class sponsorship. The Society has sponsored two classes for quite some time. They are the Junior Hackney Pony Championship at \$500 and the Junior Exhibitor Road Pony 13 & Under for \$125. Rodney Hicks made a motion to sponsor the two classes. Karen Waldron seconded. The motion carried unanimously.

4.) Hall of Fame Reception at the Kentucky State Fair – Maureen Quackenbush stated the reception was very well attended last year. Suggestions were made to check on the availability of the Saddlebred Café. Toni Nastali added that the Society agreed in 2018 to spend \$5,000 each year on a reception. Additional funds would need to be raised. Bryan Earehart is going to check on the availability of the café and Maureen is going to verify the day of the presentation. Melissa Moore asked if a video of the Hackney could be played during the week on the jumbotron. Maureen will ask Scarlett.

XI: Executive Session

No session needed

XII: Round Table (optional)

No Round Table

XIII: Closing Remarks: Maureen Quackenbush, President

Maureen thanked everyone for a good meeting.

XIV. Motion to Adjourn - A motion to adjourn the meeting was made by Rodney Hicks and was seconded by Melissa Moore. The motion passed unanimously and the meeting was adjourned at 8:12p.m.