

# ***PHBA Executive Board***

## ***Meeting***

November 7 - 8, 2011

### **I. Present**

- President, Terry L Goble, Sr
- President Elect, Melonie Furnish
- Vice President, Steve Tidwell
- Vice President, Ann Jones
- Secretary/ Treasurer, Ken Beasley
- Assistant Secretary, Karen Andrews
- Appointee, Bill Miller
- Appointee, Louis Hufnagel
- Past President, Louis "Bud" Missel
- General Manager, Terri Green

The meeting was called to order at 1:05 pm by President Terry Goble

A motion was made and 2<sup>nd</sup> to excuse the absentees, motion passed

**USLGE** - The first guest speaker was Michael Phelps from USLGE. He outlined their program to promote US Livestock genetics export. They can use FAS money for seed money as part of a public/private partnership. He shared with us statistics on the total livestock genetic exports and the portion that the equine industry represents. He spoke about support of international equine events; advertising internationally to raise awareness of the breed, development/promotion and translation of advertising material has also been supported. These all fall under what he called the generic promotion program. They also have a branded promotion program that could go hand in hand with the generic program and would name specific horseman and ranches to be able to advertise their specific stock. (Livestock, semen, embryos) They can pay 100% of the generic promotion of the palomino, but only 50% on the branded program. You have to have specific goals for what you want to get out of the program. Submit the application to the USLG office; they will review the application and if approved they will procure the funds; the reimbursements will go through the USLGE. A yearly paid membership is required to participate. More detail is available in the information he left with the Executive Board.

**AQHA** – Billy and Trent came in to do a presentation of the proposed system (the portion the programming that was already done because it's already in use for their system) the portion of the programming needing to be custom written would be unique to PHBA. He explained what they are offering to us is a cloud computing model. The software/hardware would be owned and managed by AQHA and PHBA would pay a per transaction fee to use AQHA's hardware/software and data entry services. This would mean that PHBA would no

longer have to maintain the as/400 hardware/software in-house and staff would be augmented by passing data entry responsibilities on to AQHA.

They also shared some information on a Public Policy initiative they are working on and encouraged PHBA to adopt a public policy of our own and opened the door for us to work with them, if we wished.

**Amateur Committee Report** – Ginny gave a report from the Amateur board. Amateur's complained that the order of classes at the world show made it more difficult to be ready because English and Western classes were mixed. IE: Exhibitors had to switch between banded and braided manes between classes.

At the convention they would like their event to be "no bling"; more casual – blue jeans – appetizers and drinks rather than a formal full meal.

They would like to raise funds to cover programming changes to be able to point out of the novice division by class/skill set.

They talked about a team concept where they would offer prizes for the top 3 teams.

Melonie extended a thank you to the Amateurs from the Executive Board for manning the PHBA booth at Congress. It was again a huge success and manned primarily by amateurs.

**Heritage Foundation** – Les presented a report on behalf of the Heritage Foundation in the form of plans for the space at the PHBA office. Including a wood floor and wall, reopening a window into the office area and adding another exit door; all work to be done with volunteer help starting after the 1<sup>st</sup> of the year with a grand opening during the 2013 convention. The Heritage Foundation has raised the money to cover the renovations.

Ken noted the need to have a lease agreement between PHBA and the Heritage Foundation in place.

Heritage Foundation is sponsoring a youth scholarship.

The Foundation is working on creating a new unique logo for themselves.

Alda asked for a motion to be able to do a mailing through the PHBA office.

A motion was made by Steve, 2<sup>nd</sup> by Ann, to allow the Heritage Foundation to do a mailing through the PHBA office to promote the Heritage Foundation. They will supply the printed mailer and reimburse for postage. – Motion passed

A motion was made and 2<sup>nd</sup> to suspend the meeting at 4:18 pm until the morning session. – motion passed

The meeting of the Executive Board was reconvened by President, Terry Goble at 8:44 on November 8<sup>th</sup>, 2011.

A motion was made and 2<sup>nd</sup> to take items out of order – motion passed

A motion was made and 2<sup>nd</sup> to approve previous meeting minutes as written – motion passed

**General Managers Report** – So far there are 41 Palomino Bred registrations this year; 24 registrations were done at congress, of which 4 were Palomino Bred, there could be additional registrations coming in after the fact on coupons given out at congress.

There were 55 Palominos at the Color Breed Congress.

Terri handed out a registration for and a draft schedule for the 2012 convention. She would like it reviewed so she can make any necessary changes and get it published on the website.

**Action Item:** Melonie ask for a demographics report on where the showing horses are coming from. Terri said she could pull that information for both registered horses and world show entered horses.

**Financial Report** – Ken presented the balance sheet through September because October isn't fully closed yet. The Profit & Loss statement did include October to be able to give a better idea of where the finances currently stand even though there could be some changes in the figures from October as they close that month. Contract labor is up from last year, but that can be explained by items this year being posted in one account where last year they were posted in a different account, but the bottom line between those accounts remains consistent. The amount of detail Ken was able to show was considerable; he was able to drill down to a specific check number received or paid and who the check was from or to. Overall PHBA financial position remains consistent from September 2009 and 2010 to September 2011.

A motion was made and 2<sup>nd</sup> to go into executive session – motion passed

We came out of executive session temporarily with the World Show report.

**PHBA World Show Report** – Darrell Bilke (World Show Manager) was in attendance to deliver his world show report. He started with a proposal for PHBA to add \$100 to the prize money if a Palomino wins at the Color Breed Congress. The estimated total investment would not exceed \$500/600 total.

The electronic board at the expo center is an additional \$800/day on top of the grounds fees. The consensus was that it was nice, but a luxury PHBA couldn't afford at this price.

Our contract for 2012 puts us moving in on July 23<sup>rd</sup>, which is a Monday, Darrell asked them to let us move in on Sunday instead and is waiting for a reply.

Assuming the move in date stays Monday; it was suggested that the youth go to the hotel on Tuesday for their meeting & banquet. Steve thought that they won't get the participation because they have just moved in.

The suggestion for the Open/Amateur Show was:

Sunday – challenged classes all day (4 volunteer judges)

Monday – open show starts and runs through Saturday – all in the livestock arena (don't go to the mustang arena) and drop the cattle classes

Heather joined the meeting during the World Show report to talk about the Youth activities at the Youth Worlds. She stressed the need for youth social time and the need to promote youth activities at the show.

It was decided to have the Youth meeting at 3:30 on Monday afternoon, the 23<sup>rd</sup>, and the banquet at 6:00 both at the doubletree and then schedule a kick-off bash on Tuesday afternoon with something like a 5-7:00 with a trip to Drydsales and the youth show starting at 8:00 on Wednesday.

Parade of States may be replaced by some team tournament activities – one suggestion was to make the team tournament a combination of competition and questions that promote the interaction between the youth.

Some sort of event was discussed for Saturday night to bring the youth show to a close. The other suggestion was to have fun during the show each day by doing things like the hula-hoop and the Frisbee throw to make the entire show fun rather than waiting until the end.

Youth World Show awards were discussed along with the request from the youth for "Palomino Bucks". It was the consensus of the group was that the administration of a "Bucks" program would be a logistical nightmare for the office plus it would add the expense of shipping those items that we don't have now. It was also discussed that the awards should be standardized across the Youth, Open and Amateur. The thought was also that the number of awards should be better distributed across champion, reserve etc. One thought was to give the champion a buckle – reserve a trophy – 3<sup>rd</sup> place a ring.

A motion was made by Ken to standardize the awards across all divisions Youth/Amateur/Open and 2<sup>nd</sup> by Louie – motion passed

The youth requested that the placings be presented from 10<sup>th</sup> to 1<sup>st</sup> place.

Sponsorships will be reworded to sponsor levels (silver/gold/etc) rather than "lunch sponsor". The office will take care of a mailing/email broadcast etc. Heather said if she is told about a prospective sponsor the Youth Advisors will make a personal request to individual/company for their sponsorship.

The youth would like rail work on the pattern classes; since that's the judges call, the show management will recommend that it be included, but didn't feel they could promise.

The sponsor poster can be posted in the hospitality booth. And anytime classes aren't running, the sponsors are projected on the video screen.

Heather also asked that after 8 years of being youth advisors, PHBA would start grooming new youth advisers so that by 2013-2014 world show the transition will be made. A few possible names of interested people were discussed.

We resumed the previously suspended executive session.

A motion was made and 2<sup>nd</sup> to move the 13k (less the Youth lunch at LosCabos expense) of the Youth Development Fund into a separate restricted line on the books to be able to track the Youth Development fund balance like we do the other similar funds – motion passed

**Action Item:** The request was made of Heather to supply the office with whatever guidelines the Youth Committee and Youth have in their minutes to govern how this fund is spent.

The idea was discussed to use the hula-hoop event be used as a fund raiser and fun grand finally for the youth show.

The world show discussion continued with the PHBA Open World Show. The question of the financial feasibility of continuing to offer the cattle events was discussed. There were 21 total entries and the trucking alone was \$500, not to mention the welfare liability of the cattle.

2012 world show judges and the pay were discussed. The EB went through the recommended judges list from the Judges committee to refine a call list for the World Show Management to start calling.

The Fort Worth proposal was discussed. A private group would come to the 2012 show and do a survey to see what incentive money they can offer for us to move the World Show. The dates are not set in stone, but they are different than what we have now. They charge a fee for inside and outside vender spaces. Terri questioned them not putting us in the new main arena in their proposal. Open food policy; paid parking; security is a bit more, but it's an off duty police officer. Shavings are less expensive. The economic study the private group would do carries a fee, but they claim they've always been able to get economic development money to more than cover that.

**Action Item:** It was determined that a few board members would be made responsible to get proposals from various facilities and report back on a conference call:

Ann has OKC

Steve has Tunica  
Melonie has Columbus

Other show ground options thrown out were:

St. Louis  
Kentucky  
Lexington

Requirements are 550 – 600 stalls in a World Class Facility.

A motion was made by Ann to accept the 15k advertising proposal with The Equine Chronicle, 2<sup>nd</sup> by Louie – Providing we can restructure the proposed schedule to fit PHBA event better to reach new members/exhibitors.

### **Old Business**

WCHA (World Confirmation Horse Association) Proposal for PHBA Affiliation – an inquiry as to where we are with the decision came in and we deferred signing the proposal because of the advertising requirement and that we have some internal issues needing to be addressed before we can consider the proposal.

A motion was made by Ann, 2<sup>nd</sup> by Ken to draft a letter declining the offer at this time giving them those reasons. – motion passed

A motion was made and 2<sup>nd</sup> to add Tennessee Trail ride to the PHBA event calendar – motion passed

**Qualifications by number of shows** – the idea was brought up again to have a qualifying system for the world show by requiring exhibitors show in at least 1 APA show. We discussed what it would take in the office to track because the information isn't available currently unless the exhibitor points at a show. So the consensus was to table this discussion at this time.

### **New Business**

**Director of Judges Position** – This position would design a program to continue education for and increase the quality of the available PHBA judges. The idea of acquiring professional services to accomplish this was discussed.

A motion was made by Steve to enter into an agreement with Brad Gibby to provide the professional services as outlined in the proposal he presented on an interim bases until we can further define the role needed for a director of Judges position, 2<sup>nd</sup> – motion passed

**Show Secretary Education/Package** – A packet was put together to be sent to each show secretary to be followed by conference calls to help educate show secretaries. Melonie outlined the plan and it will begin as soon as they can get the packets together and sent.

**Show approval request for MAQHA** – A motion was made to grant them a variance so they can hold the show as planned 2<sup>nd</sup> by Steve – motion carried.

**New Registration Form** – A motion was made to auction off the first new registration for PHBA and Palomino Bred at the 2012 convention, 2<sup>nd</sup> – motion passed

**Cattle Events at the World Show** – It was previously determined in the meeting that the challenge is to cover the delta between the amount collected in entries and the cost to put on the class.

**Action Item:** Steve will talk to the cattle committee about acquiring sponsors for the division. Terri will finish putting together the actual costs for the cattle classes in a spreadsheet for review.

**Lease agreement with the Heritage Foundation** – PHBA attorney, Terry Wiens, presented a proposed lease agreement between PHBA and the Heritage Foundation for space at the PHBA office to hold the Heritage Museum. He advised that we attached to the agreement the sketch we received from the committee as the preliminary designation for the space.

**Cattle Events at the World Show** - A motion was made by Ken, 2<sup>nd</sup> by Steve to allow 2 arenas to run concurrently at the world show as long as one arena is for cattle classes – motion passed.

**2012 Handbook** - A motion was made by Ann, 2<sup>nd</sup> by Louie to include under equipment check as a clarification to the PHBA 2012 Handbook the NSBA Rulebook verbiage in rule numbers # 77 – 83 including the term “fresh blood”. – motion passed.

A motion was made to adjourn by Ann, 2<sup>nd</sup> by Louie – motion passed

Meeting was adjourned at 6:17 on Wednesday, November 8, 2011