

PHBA Executive Board Conference Call Minutes.....7/7/08

Members present: Dutch Guthrie, Jeff Ohler, Bud Missel, Terry Goble, Doug May, Ken Beasley, Melonie Furnish, Patria Maulden, Eric Jayjohn, Alda Buresh, Brent Harnish

President Guthrie called the meeting to order at 8:07 EDT.

1) Buresh moved that the ten day meeting notice be waived. Motion carried.

2) **Growth and Development Campaign Update:** Buresh and Beasley reported on the progress of the campaign. Prospectus by the Past Presidents, as prepared by Scott Holanda, reviewed. Goble moved that the campaign title be changed to Building On Success as proposed in the document prepared by Holanda and that the document be adopted for use in the campaign. Motion passed unanimously. The prospectus packet is to be ready for distribution by the August 16th EB Meeting, which will be the kick off time for the Quiet Phase. The PHBA office is to prepare the packets.

3) **Fall Promotions for Registrations/Memberships:** Harnish reported that last year, AQHA registered 10,713 palomino colored horses. Ohler asked if Harnish would contact AQHA and get several queries from them as to palomino horses owned by amateurs and youth in various participatory areas who have earned points as well as regional/state members who have registered or own palomino colored AQHA horses. Harnish was also asked to get similar information from the reiners, the cutters, the ropers, and game horse associations. A report is to be prepared by the August EB Meeting in order to make a decision regarding registration and membership incentives to those owners. Tracking the return will be imperative.

4) **Three Year Membership:** Harnish will formulate a proposal to be forwarded to the APA/Membership Committee for a recommendation. This to be presented to the EB for action by the November EB Meeting.

5) **Fall Help to the APAs:** Some sort of reduction in administration fees for horse shows held in the fall and winter by the APAs discussed. The cost to PHBA of doing this type of an incentive is to be prepared by Harnish and sent to the EB so that action can be taken.

6) **WS Update:** Harnish reported that there is a 10 to 15% increase in entries this year as opposed to last year at this time. He stated that vendor numbers are up, there are several class sponsors who are either donating cash or merchandise, web streaming is on target and looks like a profitable venture, and that there will be closed circuit TVs in at least two locations.....one by the downstairs office and one in the hospitality area.

7) **Trainer Crisis Fund Golf Tournament:** Harnish has been in contact with Terry Furnish and the report is that the tournament may be held on two different days so that maximum participation with a minimum of interference with various events occurs. Hole and prize sponsors are still needed as are silent auction items.

Missel moved for adjournment. Motion carried.