

**Missouri Horse Shows Association  
Board of Directors Meeting  
Peachtree Banquet Center, Columbia  
25 January 2013**

- Members present:
    - At roll call: President Janet Thompson, Robyn Armer, Pam Bishop, Sarah Booker, Katie Coup, Christy DeMauro, Rosy Erganian, Tracy Feller, Hattie Francis, Jane Gaines, Ben Hibbs, Lisa Holderle, Erica Jobe, Jean Mutrux, Karen Pautz, Kerri Payne, Beth Riggert, Linda Roos, Margie Torkelson, Gina Vehige, Sue Webster, Ken Wheelen, Betsy Woodruff and Stacy Wright.
  - Members absent, excused:
    - With 24-hour notice: Ed Holderle, Sarah Thomas
- 

I. Call to Order and Introductions – President Janet Thompson

- Janet called the meeting to order at 6:07 p.m. and conducted a roll call.
- Janet noted that Sarah Thomas had sent MHSA a note of thanks for the donation in honor of her mother. It is attached to the minutes.

II. Minutes – Executive Secretary Beth Riggert

- The minutes were circulated previously by e-mail and available at the meeting. No one suggested corrections or additions.
- Hattie Francis moved that the minutes be approved; Erica Jobe seconded the motion. There was no discussion. The minutes were approved by a voice vote with no dissents.

III. Officer Reports

A. Treasurer – Margie Torkelson (see attached report)

- The most recent financial reports, attached to the minutes, reflect the accounts as of Dec. 31, 2012.
  - MHSA has a total of \$46,561.46 on hand: \$26,491.47 in the checking account, \$12,236.70 in the savings account and \$7,833.29 in the certificate of deposit.
  - There were no questions about the report.

B. Membership – Sue Webster

- Sue noted that membership has been declining steadily over the past several years and across disciplines. Her detailed report for the year, which is attached, reflects:
  - There were a total of 240 members, 49 of whom were new.
  - There were a total of 326 horses and 80 riders nominated.
  - The net income from membership was \$18,627.76.
- Janet Thompson suggested that MHSA find a better way to reach out to more people, listen to their comments and modify how we work as an organization to become relevant and provide a reason for people to join.
- There were no questions about the report.

C. Show Membership – Sue Webster

- Sue noted that membership has been declining steadily over the past several years and across disciplines. Her detailed report for the year, which is attached, reflects:
  - There were a total of 135 nominated shows, with a net income of \$7,781.37.
- The Calvary Episcopal and Pike County Fair shows will be back this year, and Mane Event has joined for 2013.
- There were no questions about the report.

D. Point Secretaries.

1. Dressage – Lisa Holderle

- Shows all got their points reported in a timely manner.
- She had a significant problem with people not noting that a nominated horse was shown by a trainer or under a different name, which made it difficult to determine what points should be given.
- Janet noted that the USEF requires that an exhibitor show under a horse under its registered name and not a shorter name.
- Janet noted the significant help of Lisa's husband, Ed Holderle (an attorney), for his work in helping several equine organizations gain tax-exempt status and said the American Saddlebred Horse Association wishes to recognize him during its annual meeting in February in Lexington, Ky.

2. Eventing – Rosy Erganian

- All points were reported in a timely manner.

3. Hunter/Jumper – Stacy Wright

- She has had problems in the past importing points from certain shows.
- She is buying a program to record the hunter/jumper points to make it easier. After much research, she has found a program that will do all she needs and is less expensive than others. It also is the same program that MOJO uses.
- She is hoping to install it on multiple computers and share it with the other point secretaries.

4. Show Horses/Ponies – Sue Webster

- One show sent only medallion results and nothing else.
- All shows now are recorded.

E. Website Committee – Sarah Booker, Chair

- The developer the committee hired – Ellis Benus – has had only five weeks so far in development. He will make a presentation at tomorrow’s annual meeting.
- Sarah pointed out certain design elements of the new site: There will be buttons across the top; a banner showing member photos that will change from time to time; social media links in the upper right-hand corner of the home page; scrolling down will show whatever is current “news;” there will be a variety of photos designed to draw interest; there will be three columns of content that will change as the year and the organization’s needs progress; and there will be access to patterns at the bottom.

F. Medallion Secretary – Sarah Thomas

- Janet reported that Sarah’s mother died over the holidays within days of being diagnosed with cancer. Sarah is unable to attend tonight because she is attending to family matters.
- MHSA sent a contribution to Bethalto Schools, which was one of the organizations to which contributions were suggested.
- There are new patterns that will be discussed during the annual meeting.

G. Financial Steering Committee – Jane Gaines, Chair

- Just got the year-end financial statements and will have a report for our next meeting.

#### IV. Old Business – Banquet-Related

##### A. Banquet Report – Ken Wheelen, Chair

- Numbers are down this year; we have 133 people expected to attend this year, while we had 148 last year. He called some who typically attend, but they did not offer a reason why they were not coming.
- One of the main award recipients has to work tomorrow, but her sister is coming to collect the award.
- Janet said we need to listen to responses from questionnaires sent this summer. Find out what is the issue – not connecting with people, not giving people what they want, etc. – and then try to address those concerns.
- There will be more “ceremony” this year in presenting the awards. Everyone will have a photo taken with their awards. Stacy Wright will be taking the photos, editing them and then sending them to the local winners. We have backdrops for the photos with the MHSA logo.
- Karen Pautz offered to help take photos.
- Janet noted that MHSA has a Kindle Fire to give away. People must write name on the back of their tickets, which will be collected in bowl as they go to the lunch buffet line.
- Beth Riggert suggested we send form news releases with the photos, and Ken said those already are ready to go.

##### B. Silent Auction – Christy DeMauro, Lisa Holderle and Pam Bishop

- They ended up with 60 items, many of which are very nice. This is very low number, however; last year there were 160 items.
- There are only seven barn challenge items. Tracy Feller said the Boyers are bringing one tomorrow from Glendale Farms. Janet said the winner of the barn challenge will receive a nice present.
- Christy made blue sheets for silent bids. She removed guarantee bids.
- The Rolex tickets are back this year, which was a big draw last year.
- Bidders will need to sign up for numbers at the silent auction table.
- Janet thanked Christy for sticking with the committee; she tried to quit, but Lisa Holderle and Pam Bishop rose to the occasion to help her for this year. Christy will be turning the committee over after this year.
- Sarah Booker noted that she gave Christy a step-by-step silent auction guide that will aid anyone in working through it.

##### C. Year-End Awards – Stacy Wright

- Everything is done.

D. School Horse of the Year – Katie Coup

- She started the competition early this year using Facebook
- There are 20 nominees this year; well up from just two last year.
- They will count votes on Facebook and those cast at the annual meeting.
- Sarah said she has ballot slips and a box.
- They will recognize all of the nominees that have died.
- She has photos of all the horses.

E. Horse Person of the Year – Gina Vehige

- The horse person of the year has been selected, and that person will be announced tomorrow.

F. Banquet Decorations – Tracy Feller

- She has free table decorations to go along with the theme of “MHSA Goes Global.”
- Janet noted that Jodie Jackson, a reporter from the Columbia Daily Tribune, has indicated he will come to the annual meeting tomorrow for the presentation by our USA World Cup team members. Janet said she hopes their presentation will encourage young people not to be limited in their dreams or goals. It doesn't depend on money or other external things; people are limited only by how big their dreams can be. She wants people to reach for the stars.

G. Jeff Shikles Distinguished Service Award – Sarah Booker

- The voting was extremely close – within two votes. Alice Thompson won this year.
- This is a surprise award, so don't tell her anything. She now is 91 years old. There are a number of people in MHSA who learned to ride from her.

H. Sportswear Committee – Robin Armer

- Last year purchased \$388 worth; Janet sold \$700 worth at a show this year. There will be more for sale tomorrow.
- Stacy Wright has an idea for a prototype for something new, which is really cool.
- Beth Riggert suggested the possibility of a T-shirt contest; Kerri Payne will be a liaison to our youth, and she will see if they'd want to do a T-shirt contest.

## V. Old Business – Non-Banquet-Related

### A. Dressage Council – Karen Pautz

- The USDF has developed tests at training, first and second level that essentially are equitation patterns. They are judged differently, and so show managers need to be aware of those changes.
- Christy DeMauro noted there was some discussion of splitting off into an eventing council to discuss rule changes.

### B. Hunter/Jumper Council – Stacy Wright

- Even though the rule book just was redone, the H/J divisions still are “janky” and horses still are competing in the wrong divisions.
- Sarah Booker said these issues can be readdressed in 2014 for the 2015 rule book.
- Sarah suggested that Stacy should make copious notes, as point secretary, of where the statistics show there are problems to aid in that discussion.
- She noted that “opportunity” classes have started in the H/J shows (similar to academy classes). These riders do not have to pay the equitation nomination fee. Some of the bigger shows are offering these classes.

### C. Show Horses/Ponies Council – Gina Vehige

- Lynn Frazee will be unavailable at the annual meeting tomorrow, so Gina, Jean Mutrux and Sue Webster will be leading the discussion.
- Once patterns have been decided, they should be sent to Sarah Thomas.
- Those attending the council meeting will be discussing medallion issues and the walking horse situation. Gina noted that there is an attorney who will be here tomorrow to talk about issues with USDA. The federal government is looking at going after any horse with a band, pad or anything.
- A few years ago, there was a big push to go after walking horses and saddlebreds, and some trainers got the push slowed down. Another trainer was caught on camera doing bad things, and he now is serving time for animal abuse.
- Janet suggested that all councils should be concerned about this issue.

### D. Marketing Committee – Tracy Feller

- All lists are built on what Sue Webster has done. As the survey went out to members, we got comments about what value there is for stables, shows, etc, so we wanted to show we are adding value for members.
- The new website will have a section for a “stable directory” that will allow a user to perform a dynamic query for particular types of riding within a certain distance from a selected location.
- The new website also will have a “marketplace” section that will help lead people to farriers, clothing, fencing, photographers, etc. If we can be the comprehensive source in the equine industry, then vendors will want to join MHSA to get that

access. Vendors who are MHSA members will have an expanded amount of information available in the marketplace.

- Gina Vehige asked whether we have a “corporate” or “affiliate” membership for these types of vendors, who also can serve as sponsors for shows.
- Sarah Booker noted this website can serve as our “yellow pages” and a model for other horse organizations
- Lisa Holderle asked that we make sure people know how to use the site.
- Tracy noted that the website designer, Ellis Benus, has been designing the new site so that people making searches in Google will be directed to the MHSA website. Beth Riggert noted he is a “yes we can” person and not a naysayer.
- Stacy Wright presented a smaller prototype of the banner that now is displayed at the NEC (National Equestrian Center) in Lake St. Louis. It says: “Missouri Horse Shows Association: If you dream it, you can achieve it! Be part of something special, join today!”
- Janet said she already has seen it in the background in proofs from shows held at the NEC.
- Stacy suggested trying to get some vendors offering an MHSA member discount. She is going to approach Three Winds Tack Shop in Columbia, which is hoping to grow its business. Janet suggested maybe there could be a coupon printed off the MHSA website.

E. Rulebook Committee – Sue Webster

- It is done!

F. Youth Council – Janet Thompson

- Lisa Keefe has resigned to take care of her younger daughter, Rachel, who was in a devastating car accident and is on a very long way toward recovery.
- Janet said Katie Coup will be directing the youth forum tomorrow.
- Janet noted that Kerri Payne has been appointed as the board’s liaison to the youth council to help gain more ideas from the junior exhibitors.
- Sarah Booker noted that all comments should be recorded by forum secretaries so they can be used not only as records but also as brainstorming sessions for the board.
- Sarah noted that the website is going to connect to Facebook, Twitter, Pinterest, every social media outlet that makes sense.
- Beth Riggert talked about an idea called “MHSA Livewire” for kids to be able to take photos, upload comments, from shows, comments, etc.

VI. Adjournment – Erica Jobe moved that the meeting be adjourned; Rosy Erganian seconded the motion. The meeting was adjourned at 8:53 p.m.

Respectfully submitted,

Beth S. Riggert  
Executive Secretary

MISSOURI HORSE SHOW ASSOCIATION  
BALANCE SHEET - CASH BASIS  
DECEMBER 31, 2012

ASSETS

CURRENT ASSETS

CHECKING - FIRST NATIONAL BANK	26,491.47	
SAVING - FIRST NATIONAL BANK	12,236.70	
CD - FIRST NATIONAL BANK	<u>7,833.29</u>	
TOTAL ASSETS		<u><u>46,561.46</u></u>

LIABILITIES AND FUND BALANCE

FUND BALANCE JANUARY 1, 2012	48,050.41	
CURRENT EARNINGS	<u>(1,488.95)</u>	
FUND BALANCE DECEMBER 31, 2012		<u><u>46,561.46</u></u>

MISSOURI HORSE SHOW ASSOCIATION  
STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
FOR THE MONTH AND YEAR TO DATE ENDED DECEMBER 31, 2012

	DECEMBER PERIOD	YEAR TO DATE
<b>REVENUES</b>		
MEMBERSHIP	2,345.00	27,214.00
BANQUET	0.00	6,667.33
SCHOLARSHIP DONATIONS	100.00	5,911.00
KICK-OFF SHOWS	0.00	0.00
HUNTER/JUMPER	0.00	0.00
NEWSLETTER	0.00	0.00
ADMINISTRATION	1.03	27.40
RULE BOOK	0.00	0.00
POINT SECRETARIES	0.00	0.00
<b>TOTAL REVENUES</b>	<b>2,446.03</b>	<b>39,819.73</b>
<b>EXPENSES</b>		
MEMBERSHIP	118.11	2,094.21
BANQUET	210.23	16,024.02
SCHOLARSHIP PAYOUT	100.00	1,600.16
KICK-OFF SHOWS	0.00	0.00
HUNTER/JUMPER	0.00	0.00
NEWSLETTER	0.00	548.51
ADMINISTRATION	2,115.53	19,013.92
RULE BOOK	1,679.10	1,679.10
POINT SECRETARIES	0.00	348.76
<b>TOTAL EXPENSES</b>	<b>4,222.97</b>	<b>41,308.68</b>
<b>TOTAL GAIN/(LOSS)</b>	<b>(1,776.94)</b>	<b>(1,488.95)</b>

MISSOURI HORSE SHOW ASSOCIATION  
STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
FOR THE MONTH AND YEAR TO DATE ENDED DECEMBER 31, 2012

	<u>DECEMBER</u> <u>PERIOD</u>	<u>YEAR TO</u> <u>DATE</u>
<b>MEMBERSHIP</b>		
<b>REVENUES</b>		
FAMILY	110.00	2,035.00
INDIVIDUAL	440.00	4,560.00
JUNIOR	330.00	2,280.00
AHSA AFFILIATE	0.00	0.00
EQUITATION	260.00	1,900.00
MEDALLION	0.00	150.00
HORSE NOMINATIONS	625.00	5,995.00
DRESSAGE A/A	0.00	340.00
DRESSAGE JR/YG RID	20.00	100.00
HORSE SHOWS	560.00	7,665.00
LIFE MEMBER	0.00	1,500.00
MISC INCOME	0.00	689.00
TOTAL	<u>2,345.00</u>	<u>27,214.00</u>
<b>EXPENSES</b>		
POSTAGE	28.95	28.95
COPYING	0.00	346.65
AHSA AFILIAE	0.00	150.00
PHONES	0.00	0.00
SUPPLIES	89.16	610.53
MEDALLION	0.00	486.12
MISC	0.00	471.96
TOTAL	<u>118.11</u>	<u>2,094.21</u>
GAIN/(LOSS)	<u>2,226.89</u>	<u>25,119.79</u>
<b>BANQUET</b>		
<b>REVENUES</b>		
REVENUES	0.00	4,429.00
REVENUES - SILENT AUCTION	0.00	2,238.33
<b>EXPENSES</b>		
BANQUET CATERING	0.00	4,712.25
BANQUET AWARDS	0.00	6,540.06
MISC. EXPENSE	210.23	4,771.71
TOTAL	<u>210.23</u>	<u>16,024.02</u>

MISSOURI HORSE SHOW ASSOCIATION  
STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
FOR THE MONTH AND YEAR TO DATE ENDED DECEMBER 31, 2012

	<u>DECEMBER PERIOD</u>	<u>YEAR TO DATE</u>
GAIN/(LOSS)	<u>(210.23)</u>	<u>(9,356.69)</u>
SCHOLARSHIP DONATIONS		
DONATIONS	100.00	5,911.00
PAYOUTS	<u>100.00</u>	<u>1,600.16</u>
GAIN/(LOSS)	<u>0.00</u>	<u>4,310.84</u>
KICK-OFF SHOW		
REVENUES:		
MEMBER	0.00	0.00
NON-MEMBER		0.00
EXPENSES		
SADDLEBRED/OTHER	0.00	0.00
GAIN/(LOSS)	<u>0.00</u>	<u>0.00</u>
HUNTER/JUMPER		
REVENUES	0.00	0.00
EXPENSES	0.00	0.00
GAIN/(LOSS)	<u>0.00</u>	<u>0.00</u>
NEWSLETTER		
REVENUES	0.00	0.00
EXPENSES		
POSTAGE/FAX	0.00	268.79
COPYING	0.00	0.00
MISC	<u>0.00</u>	<u>279.72</u>
TOTAL	<u>0.00</u>	<u>548.51</u>
GAIN/(LOSS)	<u>0.00</u>	<u>(548.51)</u>

MISSOURI HORSE SHOW ASSOCIATION  
STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
FOR THE MONTH AND YEAR TO DATE ENDED DECEMBER 31, 2012

	<u>DECEMBER PERIOD</u>	<u>YEAR TO DATE</u>
ADMINISTRATION		
REVENUES		
INTEREST	1.03	27.40
TOTAL	<u>1.03</u>	<u>27.40</u>
EXPENSES		
POSTAGE/FAX	110.45	371.33
PHONE	0.00	161.94
SUPPLIES	213.26	213.26
COPYING	0.00	0.00
SALARIES	1,000.00	12,790.00
MEETING	0.00	0.00
BROCHURE	0.00	0.00
WEB SITE	0.00	2,000.00
LEGAL	0.00	295.40
TAXES	0.00	0.00
MISC EXPENSE	791.82	3,181.99
TOTAL	<u>2,115.53</u>	<u>19,013.92</u>
GAIN/(LOSS)	<u>(2,114.50)</u>	<u>(18,986.52)</u>
RULE BOOK		
EXPENSES		
POSTAGE	364.50	364.50
SUPPLIES	0.00	0.00
COPIES	1,314.60	1,314.60
MISC.	0.00	0.00
	<u>1,679.10</u>	<u>1,679.10</u>
GAIN/(LOSS)	<u>1,679.10</u>	<u>(1,679.10)</u>
POINT SECRETARIES		
EXPENSES		
POSTAGE	0.00	348.76
PHONE	0.00	0.00
COPYING	0.00	0.00
SUPPLIES	0.00	0.00
MISC	0.00	0.00
TOTAL	<u>0.00</u>	<u>348.76</u>
GAIN/(LOSS)	<u>0.00</u>	<u>(348.76)</u>

MHSA Horse Show Membership Report for 2102

Nominated Shows:

Dressage	16
Eventing	9
Hunter/Jumper	79
Show Horses & Ponies	31

Horse Show Membership Income: \$8220.00

Horse Show Membership Expenditures: \$ 438.63

## MHSA Membership Report for 2012

New Members:	49	Family Memberships:	35
Renewals:	180	Individual Memberships:	120
Life Members:	<u>11</u>	Junior Memberships:	72
Total	240	Collegiate	6

	Members	Renewals	New	Life
Dressage	40	31	7	2
Eventing	31	25	3	3
Hunter/Jumper	101	77	18	6
Show Horses & Ponies	131	98	27	6

### Horse & Rider Nominations

#### Dressage:

Horses	44
Riders	15

#### Eventing:

Horses	26
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#### Hunter/Jumper:

Horses	128
Riders	24

#### Show Horses & Ponies:

Horses	128
Riders	41

Membership Income for 2012: \$19,580.00

Membership Expenditures for 2012: \$ 952.24

Expenditures include the mailing of MHSA Rule Books to members: \$363.00

MARA ✿ MI  
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To my friends at MTHSA,  
Thank you so much for  
your love, prayers, & support  
with the passing of my mother.  
Your donation to Bethalto  
Schools was a wonderful  
tribute in her honor. Your  
kindness is greatly appreciated  
& your generosity will be  
remembered always.

With Sincere Thanks,  
Vaughn & Family