

MISSOURI HORSE SHOWS ASSOCIATION
March 18, 2013 meeting of the Board of Directors

The meeting was called to order at 6:20 p.m. by President, Janet Thompson. Board members present included: Robyn Armer, Pam Bishop, Sarah Booker, Rosy Erganian, Hattie Francis, Lynn Frazee, Jane Gaines, Ben Hibbs, Erica Jobe, Anna Marie Knipp, Kerri Payne, Mike Roberts, Sarah Thomas, Janet Thompson, Ken Wheelen, Betsy Woodruff, Stacy Wright. Board members with excused absences included: McKenzie Booker, Christy DeMauro, Tracy Feller, Lisa Holderle, Jean Mutrux, Kennedy Payne, Beth Riggert, Diane Stephens (4-H liaison); Margie Torkelson, Gina Vehige, Mary Zion. Those with unexcused absences included: Cortland Hendrick.

The minutes were distributed electronically prior to the meeting and, with the exception of some minor, non-substantive changes that Sarah Booker will forward to Beth Riggert, the minutes were approved as distributed upon motion by Anna Marie, second by Ken.

Officer reports were as follows: Treasurer's report is attached to these minutes, with the checking account showing a balance of \$28,214.22 as of 1/31/13; savings--\$12,236.14, and CD--\$7,836.25. Show membership, as of 3/18/13, had 18 dressage shows nominated; 9 events nominated; 59 Hunter/Jumper shows nominated, and 28 Show Horses/Ponies shows nominated. Kudos to Cortland Hendrick for her flexibility in arranging schedules to accommodate more MHSA shows during a short time frame. Membership showed the largest numbers in the Hunter/Jumper division, with 86 members total; SH/P in second, with 72 total members. Dressage, Eventing and SH/P point reports are just beginning their years so little, if nothing to report. H/J secretary, Stacy Wright, reported that the division is in full swing. She also reported that the new program she has purchased on MHSA's behalf is a terrific asset. She will look into whether the license will extend to multiple users or if MHSA will need to pay for each additional user. Medallion Secretary, Sarah Thomas, reported that Wells Fargo Advisors has committed to fund the Medallion Scholarship program again in 2013 for \$2,500.00. Discussion was had about how to honor Wells Fargo for their participation in the program and further publicity on the Medallion program generally.

Jane Gaines presented a report from the Financial Steering Committee. Her report is attached to these minutes. Her report, which focused on the decreasing numbers of people becoming members in and then participating in MHSA, and the resultant financial impact, encouraged a discussion of the direction that MHSA might take in 2013 and going forward. This discussion served as the springboard to discussions throughout the meeting. Some ideas that were voiced included: having a person from MHSA designated to be the go-to person for each show, and letting the horse show office know who that person is so that MHSA-related questions can be addressed; providing trophies that won't break the budget but are desirable from the perspective of the membership; offering incentives for membership in MHSA—like group rates at hotels, deals for members from businesses; hosting a multi-discipline show to push the ecumenical nature of MHSA; having the MHSA banner up at every show/facility.

Banquet-related business reports followed. Ken Wheelen reported that, in 2013,

133 people attended the meeting, with 6 complimentary tickets being used. Because we received \$770.00 in donations on Friday night, the weekend paid for itself, with \$136.74 in net profit. Ken has signed a contract for January 24-25, 2014 at the Peachtree Center. Discussion was had about ways to make the experience more enjoyable and more profitable. Ideas exchanged included having a joint meeting with UPHA; hosting a gala, with a short business meeting; separating the business meeting on Friday night, with educational and/or fun on Saturday; moving the meeting/party to St Louis and holding it during a H/J show; setting up the awards differently so that people can pick up their awards and get photos taken separately, not in front of the whole group, with the exception of the “big” awards, like the Jeff Shikles Award. Continuing the discussion begun by Jane Gaines, it was clear to all that we MUST re-think the banquet weekend, and think outside the box. Christy DeMauro reported, *in absentia*, that the silent auction netted \$1,588.50, from a total of 69 items donated. Katie Coup, with assistance from Stacy Wright, created a buzz in the School Horse Hall of Fame world by moving the voting platform to Facebook, which kept the interest high throughout the time leading up to and including the meeting. Gina Vehige’s presentation of the Horse Person of the Year award to Jean Mutrux was highly regarded. Gina has asked that everyone consider who should be the recipient for the next year.

A short recap of the activities at the various fora was given. Rosy Erganian stated that the Dressage/ Eventing forum members spoke to the “green as grass” division, which should be publicized in prize lists according to MHSA rules. Stacy Wright and Pam Bishop and Sarah Booker stated that the H/J forum members touted the need for a masters class, which is the “rusty stirrup” version of short stirrup. The SH/P forum had lively discussion about the new Medallion patterns, for both stock and saddle seat, and the flat shod gaited and walking horses. The liveliest of the fora was the Youth Forum, chaired by Katie Coup, with an assist from Kerri Payne. The youth have asked to be part of the MHSA, to have a voice at the meetings. They want to have activities that are of interest to them—like photography, like journalism, like managing a show. They want hoodies, not t-shirts, for sportswear. They would like to see another scholarship opportunity—not tied to Medallion—that rewards those who have academic achievement and community involvement, not just performance in equitation. McKenzie Booker and Kennedy Payne have volunteered to be Junior Representatives on the Board of Directors. Neither was able to attend this meeting, but both will be invited to subsequent meetings, at which they will be given voice, but no vote. Kudos were given to Tracy Feller for the decorations that carried forward the theme of “MHSA Goes Global,” by sporting flags from many nations on each table. Another blessing is that the decorations are re-usable. Sarah Booker spoke about the Jeff Shikles Award winner, Alice Thompson, who thoroughly enjoyed the presentation. Robyn Armer reported on the need to order new sportswear, in accord with the expressed wishes of the membership, both youth and adult. Adults seem to prefer fitted t-shirts, while youth seem to prefer hoodies. Discussion was had about printing the list of nominated horses on the back of t-shirts, thus publicizing those horses’ participation in MHSA and conforming to the wishes of the membership.

In the non-banquet-related issues portion of the meeting, discussion was lively about marketing opportunities. Anna Marie Knipp suggested that MHSA could establish relationships with other organizations, utilizing interns from WWU and Stephens College to

help with marketing and events coordination. Janet asked Rosy Erganian to become the liaison from MHSA to the Therapeutic Riding Community. It was suggested that Cortland Hendrick would also be willing to serve in that capacity. Rosy will ask Cortland to join her in that position and they will coordinate efforts. Janet noted that the UPHA is joining with Wells Fargo to expand the scope of the UPHA Exceptional Challenge Cup program, and that the UPHA Committee had reached out to include the Partners in Equitation program to better market the Exceptional Challenge Cup program to the therapeutic riding community.

Sarah Booker noted that the marketing push meshes with the vision of the Website committee. Sarah further noted her regret that the website developer had been unable to have the website ready to “go live” for the meeting but stated that its re-birth is imminent. All Directors will be informed as soon as the site goes live and the general public will be informed through facebook, an email blast to members, and a publicity notice to other publications and social media sites.

Dates for future meetings are: May 6, August 26, and October 21, 2013, all of which will be by conference call. The January 24 board meeting will be in person, and the annual meeting is scheduled for January 25, 2014.

Before leaving, Directors signed up for Committee assignments of their choosing. Following the meeting, those not in attendance were asked to make their selections. As of March 27, 2013, Committee assignments are as follows:
(please note—several Directors have NOT yet made their selections)

MARKETING

Betsy Woodruff
Mike Roberts
Stay Wright
Sarah Thomas
Anna Marie Knipp

AWARDS

Stacy Wright (chair)
Betsy Woodruff
Rosy Erganian
Robyn Armer
Ben Hibbs
Erica Jobe
Sue Webster

COMMUNICATIONS

Betsy Woodruff
Hattie Francis
Tracy Feller

HUNTER/JUMPER COUNCIL

Betsy Woodruff
Sarah Booker

Stacy Wright
Ben Hibbs
Pam Bishop

DRESSAGE AND EVENTING COUNCIL

Lisa Holderle
Rosy Erganian
Robyn Armer

SHOW HORSES AND PONIES COUNCIL

Lynn Frazee
Hattie Francis
Erica Jobe
Ken Wheelen
Sarah Thomas
Mike Roberts
Sue Webster
Gina Vehige
Mary Zion

FINANCIAL STEERING COMMITTEE

Jane Gaines (chair)
Ben Hibbs
Anna Marie Knipp

MEDALLION

Sarah Thomas (chair)
Lynn Frazee

SPORTSWEAR

Robyn Armer (chair)
Stacy Wright

LEGAL AFFAIRS/RULES

Hattie Francis
Stacy Wright
Sue Webster
Janet Thompson

BANQUET AND SILENT AUCTION

Ken Wheelen
Erica Jobe
Stacy Wright
Lynn Frazee

YOUTH

Kerri Payne
McKenzie Booker
Kennedy Payne
Sarah Thomas

SCHOOL HORSE HALL OF FAME

Sarah Booker
Katie Coup (chair)

DISTINGUISHED SERVICE/HORSEPERSON OF THE YEAR

Sarah Booker (chair)
Pam Bishop
Gina Vehige (co-Chair)