

Minutes from the ASAW Board Meeting
February 16, 2010

With corrections from the March 30, 2010 Board meeting

Attendees: D. Black, M. Bushard, C. Cierzan, B. Curran V. Holston, M. Markwiese, S. Roell, D. Pogue, D. Mackie, R. Mucci, E. Savory, N. Turner, P. Weyenberg

Absent: S. McClintock, J. Evenson, M. Wojcik, Ann Molzberger, R. Lucareli

Also Present: Jan Mucci and Lisa Nesson

Call to Order: The meeting was called to order at 6:30 pm by President Holston.

Minutes: Director Roell made a motion to approve the minutes from the January 7, 2010 Board meeting. The motion was seconded and passed by the Board.

Penny Weyenberg and Mary Markwiese expressed their appreciation to the ASAW for being selected as Horse Person of the Year (Weyenberg) and being awarded the ASAW Lifetime Achievement Award (Markwiese).

Treasurer's Report:

Treasurer Weyenberg presented the attached Profit and Loss Statement for the period of January 1 to February 13, 2010 and reported that we had approximately \$20,000 in our savings account and \$10,000 in our checking account. In addition, Treasurer Weyenberg reported that the 2 credit card payment problems at the 2009 banquet are being fully resolved by the customers. Unusual expense items of note were that we had to pay for some broken year-end trophies and that we purchased a merchandise pricing gun (\$49.99). Finally, it was reported that excluding the cost of ASAW 2009 trophies (\$5,425), that we made approximately \$5,800 on the Awards Banquet through the various events. After some discussion, Director Mackie made a motion to approve the Treasurer's Report. The motion was seconded and passed by the Board.

Standing Committees:

Prior to beginning their reports, various Board members expressed their appreciation and congratulation to Dee Dee Mackie (Banquet), Cheri Cierzan (Silent Auction) and D'Arcy Pogue (Cork Pull) for the success of our Awards Banquet and Auction. In addition, Mary Bushard was acknowledged for the well organized checkout process of the silent auction items.

Awards Banquet:

Banquet Committee Chair Mackie reported that we had approximately 165 (vs. 220 last year) members and their families attend the Awards Banquet on January 30, 2010 at the Country Springs Hotel and Waterpark in Pewaukee, Wisconsin.

Chair Mackie remarked that the Awards Banquet appeared to be well received by our membership and was also a financial success for the club.

Awards Banquet-Silent Auction:

Auction Committee Chair Cierzan reported that we had 57 items donated or funded for our silent auction and that we raised approximately \$3,700 through this event. Chair Cierzan also remarked that this year's auction checkout process was the best we have had in several years.

Scholarship:

Scholarship Committee Chair Markwiese reported that we have received one (1) scholarship application to date and that the application deadline is 3/31/2010.

Membership:

Membership Committee Chair Markwiese reported that we have received approximately 80 ASAW applications for membership and renewals. The Board discussed the need to expand our membership base and Secretary Mucci passed out a revised version of our membership/nomination form which is also suitable for email distribution. The Board discussed the revised form and the benefits of emailing it, along with an ASAW membership benefits letter, and there was a general consensus to adopt the form for future use. In addition, Secretary Mucci said that he had contacted the ASHA and that the ASHA will distribute through email our membership information to prospective members (as we define them geographically by zip code) for 15 cents an email address. Also, some discussion took place about possibly contacting other saddlebred associations such as the Golden, Pinto, or Spotted Saddlebred Associations about recruiting their members to become members of the ASAW. No decision was made. President Holston suggested that we defer any further discussion of membership for the New Business section of the meeting.

Midwest Horse Fair:

Midwest Horse Fair Committee Chair Bushard reported that ASAW member Christine Sannes has been in contact with the Midwest Horse Fair Officials and that it has been determined that the ASAW will be scheduled to do a demonstration in the Alliant Center Coliseum on Saturday morning at 9:50 a.m. and also on Sunday afternoon at 2:10 p.m. The Midwest Horse Fair takes place at the Alliant Center on April 16 -18, 2010. With confirmation that the ASAW demonstrations will be in the Coliseum, Director Roell made a motion to participate in the breed demonstration this year and to pay each ASAW member/owner up to \$200 per horse, for up to a total of six (6) horses for expenses associated with the demonstrations. The motion was seconded and passed. Exhibitor expenses need to be submitted to the ASAW Treasurer prior to 12/31/2010. In addition, Director Curran made a motion to spend the money, previously approved in the 2010 budget, for 8 stalls at the Midwest Horse Fair. The motion was seconded and passed by the Board. Further discussion was had

that Members Christine Sannes, Jimmy and Brandi Bushard, and Lisa Nesson should coordinate writing the demonstration script since they and their representatives will be participants in the demonstrations.

Additional discussion took place about the need to staff the ASAW booth and member Lisa Nesson requested that the Board consider also staffing the barn area to answer visitor questions about the saddlebred breed. There was general agreement that this was a good idea and an effort would be made to retain staff for both the ASAW booth and barn area.

Director Turner suggested we consider providing a handout about “Saddlebred Misconceptions” or frequently asked questions. Member Lisa Nesson volunteered to work with Director Turner on such a document. There was further discussion about trying to provide pictures of saddlebred horses doing different activities in order to show their versatility. No decision was made, but there was a general consensus that this would be nice to have in the barn area if readily available.

Horse -a-Rama:

Committee Chair Bushard reported that Member Ginger Schinktgen had finally contacted the ASAW about continuing our support for this event. It was indicated that Member Schinktgen had question the use of one older animal for the event and Director Bushard suggest she would evaluate it.

The Board expressed concern about making sure any horses used in any ASAW sponsored event meet the confirmation standards of the ASHA. In addition, President Holston suggested that all participants in horse demonstrations need to sign a contract with the ASAW so a clear understanding is established as to what ASAW expects of the participants and their horses. In addition, each participant must be or become a member of ASAW to be covered under ASAW’s insurance. President Holston was going to look into this further.

The Board confirmed that it would spend the money previously approved for 4 or 5 stalls at the Horse-a-Rama event in the 2010 budget. Director Bushard then made a motion to authorize the reimbursement of expenses, for up to \$150 each, for each ASAW member/owner of horses used at Horse-a-Rama. The motion was seconded and passed. Expense reimbursement requests need to be presented to the ASAW Treasurer no later than 12/31/2010.

Audit:

Treasurer and Committee Chair Weyenberg reported that our 2009 financial records are ready to be delivered to Barb Barron for her review.

Budget/Tax Returns:

Treasurer and Committee Chair Weyenberg reported that we are ready to have our 2009 tax returns completed and filed. The past accounting firm has been approached and they have agreed to do ASAW's 2009 tax return.

SummerFun Horse Show:

President and Committee Chair Holston, who is also this year's SummerFun Show Manager, reported that we have been granted, from ASHA, the Grand National Class –Country Pleasure Junior Exhibitor Stake. President Holston also indicated that the necessary hotel rooms had been reserved and that in general everything is going well.

Website:

Secretary and Committee Chair Mucci reported that he was working with Will Wood, who is also with the ASHA, on a personal level to help us transition our website to a more dynamic site format and one which should be easier to maintain (not requiring programming capabilities). In addition, Secretary Mucci indicated that Mary Reichertz coincidentally had informed us that her work schedule no longer permits her time to fulfill her webmaster role for us. Secretary Mucci said he is working to have our website transferred to another hosting site, have our website files transferred to Will Wood, cancel or at least make sure our existing hosting service isn't automatically renewed, and get any ASAW materials returned to us from Ms. Reichertz. Ms. Reichertz has also submitted a final bill. Director Curran made a motion to pay the \$350 bill and note it as "Final" and for Treasurer Weyenberg to only pay Ms. Reichertz bill when Secretary Mucci confirms Ms. Reichertz has completed the necessary transfer of our site information and documents. The motion was seconded and passed by the Board.

Past-President Roell suggested that we may wish to consider changing how we distribute our newsletter if we can put it on our website or email it to members. Some discussion took place about the need to maintain contact with members who don't wish to communicate electronically and it was generally agreed that we would be considerate of those desiring non-electronic communication.

In closing, Secretary Mucci suggested that the Board should begin to consider what information might be good to have on our website and that in all probability our site will evolve over time (or in steps). For instance, the Board might wish to now consider 4 or 5 famous Wisconsin Saddlebreds and where we could gather information and pictures in order to profile them on our website. In addition, Secretary Mucci suggested that the ultimate plan should be to form a small committee of 4 or 5 ASAW members to help maintain the new website.

Directory:

Past President Shelagh Roell confirmed that Neva La Fleur will be handling the coordination and publication of our ASAW Membership Directory and Rule Book.

History:

Committee Chair Lucareli was absent so there was no report but, Director Black indicated a desire to also work on this project.

Other Business:

Convention:

Director Bushard made a motion to use the previously approved monies in the 2010 budget to reimburse up to \$500.00 to the highest ranking ASAW official who attends the ASHA Annual Meeting and Youth Convention. The motion was seconded and past. Said reimbursement will be made upon the proper submission of receipts to the ASAW Treasurer and must be made no later than 12/31/2010. In addition, it was noted that Director Curran is expected to be the highest ranking ASAW official attending the convention.

Miscellaneous Expense:

Director Bushard reported that she had submitted a bill, for about \$20, for the cleaning of our ASAW Stall drapes. The Board approved a motion to pay the submitted bill.

Qualification process for "Horse of the Year":

President Holston discussed the possible need to outline some fundamental qualification criteria and/or guidelines for the selection process of the "Horse of the Year". She and others expressed the concern that this award should not be open to "stuff the ballot box" type of situations and while it hasn't been a significant problem in the past, some felt it was potentially heading in that direction. It was suggested that a committee be formed to look at this issue prior to our summer break. Director Bushard, President Holston, and Vice President Mackie volunteered to be on the committee to look into this issue.

New Business:

ASAW in the 21st Century:

President Holston said that one of her leadership missions is to improve our organization's technological capabilities which should improve our ability to communicate and provide service to our membership. As part of her commitment to this mission, President Holston reported that she has begun working with some

outside professionals to create a database management program for the purposes of tracking our membership. The Board generally expressed several positive comments about upgrading our membership tracking capabilities.

ASAW Netbook Computer Raffle:

The Board continued its discussion of the “Netbook Raffle” which was brought up at our last meeting. Secretary Mucci reported that he had a commitment from Reinhart Partners Investment Advisors to donate \$350 to fund the purchase of a netbook if we decide to proceed with it. There was much discussion about the concept and general agreement that this is something that we should consider doing at the Midwest Horse Fair with the final drawing scheduled for the Championship night of the SummerFun Horse Show. The general concept is to purchase a netbook computer for approximately \$350 (probably from Wal-Mart using Robin Lucareli’s employee discount) and selling 250 raffle tickets for \$10 each.

Temporary Adjournment:

After further discussion, it was suggested that we should temporarily adjourn our Board Meeting and contact the ASAW Scholarship Foundation since the raffle would need to take place within the legal confines of the Foundation (5013C organization). The Board approved a motion to temporarily adjourn at 8:05 p.m. and all Board Members remained nearby while the ASAW Scholarship Foundation was contacted.

Meeting recalled to order:

President Holston called the meeting back to order at 8:15 and Director Bushard reported that the ASAW Scholarship Foundation’s Board had adopted the following motion in support of the proposed raffle which would be managed and coordinated by the ASAW.

“The ASAW Scholarship Foundation’s Board approves the acceptance of a \$350 donation from Reinhart Partners Investment Advisors to be used for the acquisition of a netbook computer to be used in a ASAW Scholarship Foundation Raffle to be held in conjunction with the Midwest Horse Fair, with the final drawing to be held at the ASAW SummerFun Horse Show on the evening of July 24, 2010 (aka – Championship night).”

The ASAW Board accepted the ASAW Scholarship Resolution as its authorization to begin preparing for the netbook computer raffle. Secretary Mucci will be working with various members of the ASAW Board to acquire the \$350 donation, obtain the netbook computer for which we will need the Foundation tax identification number, and coordinate the printing of the raffle tickets and display advertising.

It was noted several times that the ASAW Scholarship Foundation will need to process all regulatory paperwork necessary to operate the proposed raffle

and should also be involved in approving the ultimate design of any proposed raffle tickets. We should not forget that legally, this is the ASAW Scholarship Foundation's raffle and not the ASAW's. It was suggested that Mary Markwiese and possibly Mary Bushard of the ASAW Scholarship Foundation might be the logical Foundation resources for us to work with.

It was suggested that each Board Member should be given 10 raffle tickets to offer to members of their barn. Director Cierzan suggested she would be willing to work with any Directors who feel uncomfortable with selling their 10 tickets. It is expected that the tickets will be available in advance of the Midwest Horse Fair.

In addition, it was suggested that if we complete the sale of raffle tickets at the Midwest Horse Fair, that we may wish to consider acquiring a second netbook computer and doing a second raffle in conjunction with the ASAW SummerFun Horse Show.

Secretary Mucci commented that he would need someone to work with on the design and printing of the necessary display advertising since it was outside his area of comfort. President Holston suggested he could work with her on this element of the raffle.

ASAW Horse Show Classes:

President Holston reported that she contacted a few horse show managers to see if we could add an ASAW member-only class to their shows. They were not receptive to this addition.

President Holston then reported that as Show Manager of the ASAW Summer-Fun Show that we will be adding two (2) ASAW member-only classes which require participants to be members of the ASAW. The additional classes will probably be a country pleasure class and a show pleasure class.

Youth Interested in Horse Show Management:

Director Cierzan informed the Board that she has a young person at her barn who is interested in learning "horse show management". President Holston suggested that Director Cierzan should have the person contact her and she would get them involved with the SummerFun Horse Show – she would love the help.

Target Membership Email:

President Holston continued the membership discussion which was tabled earlier and the Board discussed whether it wished Secretary Mucci to pursue an ASHA electronic membership solicitation. There was general agreement that this is something we should pursue and various geographic areas were discussed including all of Wisconsin and strategic parts of IL, MN and IA.

After further discussion, Director Director Black made a motion for Secretary Mucci to spend up to and including \$250 on the email solicitation of prospective ASAW members through a coordinated effort with ASHA. The motion was seconded and past by the Board. Secretary Mucci has already requested the ASHA provide him with the number of email addresses associated with various previously identified zip codes. The Board encouraged Secretary Mucci to use his own judgment in implementing this solicitation and to consider the earlier Board discussion for guidance.

Next Meeting: March 30, 2010, at 6:30, at the Thunder Bay Grill.

Adjournment: Having no further business, the meeting was adjourned at 8:58 p.m.

Respectfully Submitted,

Robert A. Mucci
ASAW Secretary
February 22, 2010