

Minutes from the ASAW Board Meeting May 4, 2010

Attendees: D. Black, M. Bushard, C. Cierzan, B. Curran, J. Evenson, V. Holston
R. Lucareli, M. Markwiese, A Molzberger, D. Pogue, S. Roell, D. Mackie,
R. Mucci, N. Turner, P. Weyenberg, M. Wojcik

Absent: S. McClintock, E. Savory,

Also Present: Jan Mucci

Call to Order: The meeting was called to order at 6:35 p.m. by President Holston.

Minutes:

The Board discussed the minutes of the March 30, 2010 meeting. A correction about the USEF general information was recommended by President Holston. Secretary Mucci noted the suggested change to the minutes and acknowledged that the changes would be made and the official minutes for the March 30, 2010 meeting would be noted as "*corrected*". Director Curran then made a motion to approve the minutes from the March 30, 2010 Board meeting "as corrected". The motion was seconded by Director Roell and approved by the Board.

Treasurer's Report:

Treasurer Weyenberg presented the attached Profit and Loss Statement for the period of March 29 to May 4, 2010 and reported that we had approximately \$20,000 in our money market account and \$21,300 in our checking account. In addition, Treasurer Weyenberg indicated that accounts have increased due to "show fees" paid during the period. The Board reviewed the report and Treasurer Weyenberg explained some of the expenses paid during the period that were listed in the report. After some further discussion, Director Roell made a motion to approve the Treasurer's Report. The motion was seconded by Director Cierzan and passed by the Board.

Standing Committees:

Awards Banquet:

Banquet Committee Chair Mackie reported that she has reserved March 12, 2011 at the Country Springs Hotel and Waterpark in Pewaukee, Wisconsin for the banquet. The Board expressed its appreciation to Director Mackie for her work on this important event.

Scholarship:

Scholarship Committee Chair Markwiese reported that we have received a total of 15 scholarship applications by the official deadline of March 31, 2010. This is the most applications we have ever had – a record! It was noted that we usually average 12 to 13 applications. President Holston suggested we should promote this milestone to our membership.

Membership:

Membership Committee Chair Markwiese reported that we have received 146 paid ASAW memberships. In addition, she reported that our ASAW Membership Benefit Coupons would be mailed next week. President Holston suggested that the Board should promote these exclusive member benefits since they are new to our members.

Midwest Horse Fair:

Midwest Horse Fair Committee Chair Bushard reported that everything seemed to go smoothly for this year's demonstration. Chair Bushard thanked everyone for their help and especially noted the work of Director Pogue in getting volunteers to man the ASAW booth.

The Board also discussed what we might consider next year. It was suggested that we look at other ways saddlebreds are used and especially consider a western demonstration since so many of the Midwest Horse Fair attendees are interested in it. We had six horses for 2 demonstrations, scripted to music. ASAW Member Christine Sannes brought her parade horse and an academy rider with a pinto saddlebred; ASAW Members Jimmy and Brandi Bushard brought a fine harness and a pleasure horse; and ASAW Members Bob and Lisa Nesson brought a five gaited and a pleasure horse. The Board was very pleased with how this year's event went. Chair Bushard also thanked Directors Pogue and Mucci and Member Terra Herale for their help and efforts in getting our ASAW booth setup. Member Herale also is the ASAW's breed coordinator for this event.

The only issues Chair Bushard mentioned were that she needed more people for taking down the booth and that we need to consider purchasing an electronic credit card payment system for this event and others where credit cards are processed. The general concern is our potential liability as it relates to customers credit card numbers. The Board discussed that our current approach is outdated and suggested we take this up later in the meeting (under new business).

President Holston said she was going to work on a write-up summarizing the event for us to email to our membership and also send thank you notes out to members who performed the demonstrations. In addition, the Board discussed the need to make sure the members providing the demonstrations receive their sponsorship fees and/or expense reimbursement where needed. Finally, there was some discussion about acknowledging these individuals, as well as others who

volunteer their time, horses and other resources to make these types of events a success. It was suggested that the ASAW Awards Banquet might be the appropriate place to recognize these important ASAW members.

Horse -a-Rama:

Committee Chair Bushard reported that the event was well attended and that the three horse demonstrations were quite successful. There were 3 horses and 4 riders for the demonstrations. One of the horses was a 26 year old lesson horse who was a crowd favorite. She indicated that they had incorporated an equitation theme and also did some clinics. One of their clinics explained the benefits and what is involved in leasing a horse. In addition, the announcer complemented the ASAW for our sponsorship of the event.

Chair Bushard submitted Member Ginger Schinktgen's bills for the event and suggested we should sponsor it again next year and also look for other similar opportunities to support. The Board also discussed our follow-up email promotion of the event and noted President Holston did a wonderful job creating this membership message.

Audit:

Treasurer and Committee Chair Weyenberg reported that the review of our financial records is complete and that our records have been returned. In addition, President Holston reported that she has received a letter from Barbara Baron, who performed the review that confirms our financial records are in order (see Attachment II).

ASAW Summer Premier Show:

Committee Chair Turner reported that the dates for this year's show are July 17th and 18th and that it's being held at the Wild Wind Equine Center in Waukesha, Wisconsin. Chair Turner informed the Board that the show added about 15 "B show" classes in response to trainer requests. The show also has added some "novice" classes. Chair Turner believes these changes will help to increase interest and attendance at the show. The Board expressed general agreement with the changes.

Temporary Adornment: We had a temporary adjournment at 6:55 p.m. to handle ordering food. Meeting resumed at 7:03.

Budget/Tax Returns:

Treasurer and Committee Chair Weyenberg reported that our 2009 tax returns are in process. In addition, the audit has been completed and all ASAW materials returned. Finally, President Holston acknowledged she had received an audit letter (See Attachment II) confirming everything was in order.

Summerfun Horse Show:

President and Committee Chair Holston, who is also this year's SummerFun Show Manager, reported that generally everything is going well. She stated that she found a replacement organist, Mary Miles, and that she has scheduled the popular Bar-b-que for Saturday at 3:30 and that show prices are basically the same as last year.

Chair Holston also confirmed that we have 2 ASAW Classes – Show and Country Pleasure. In addition, on Saturday, Knollwood Knockouts is sponsoring a carwash as a fundraiser and hopes to include other youth groups in the event. Finally, Director Cierzan is coordinating a stall decorating contest.

Website & Electronic Communications:

Secretary and Committee Chair Mucci reported that the work is proceeding nicely on the website and that our new site should be live by the end of June. In addition, Chair Mucci discussed the progress we had sending out electronic communications to our membership and other interested parties and that as of now we have almost 330 email addresses included in our broadcast list. Chair Mucci also encouraged Board Members to provide him with write-ups and information on items they wish to either include on our website or in our email communications. Finally, Chair Mucci described a new section of the website called "Moments and Memories" and the first contribution submitted by President Holston. Director Black is also working on pulling together content for this section during the summer.

The Board had some general discussion about the positive aspects of communicating electronically with our membership. Several Board members made positive comments about the communications and were glad that we are more actively reaching out to our membership and other prospective members about our events, information and news.

Chair Mucci suggested that all of their ideas sounded wonderful, but that we are still learning the basics. He reminded everyone that transitioning our website will be an ongoing process and that we will need to take multiple steps to get to where we ultimately want to be. Creating and finding content for a website is time consuming and a little bit of a challenge for a volunteer organization such as ours.

Membership Directory:

Committee Chair Molzberger discussed the progress she has made confirming ads for the Directory. She volunteered that while things started off slowly, that she eventually developed a system that seemed to be successful. Chair Molzberger's goal is to have the Directory printed and mailed to our members by the middle of May and to hopefully have it available for distribution at the Madison Classic Horse Show. Chair Molzberger is also going to set up notes and files for better handling this task in the future. The Board thanked Chair Molzberger for volunteering to take on this large task on such short notice.

History:

Committee Co-Chair Black discussed her work to develop articles for our website under the "Moments & Memories" section. She is compiling a list of people to interview. Her first article will be on Lance Hayes.

Other Business:

ASAW Youth Conference:

Committee Chair Mackie had nothing to report at this time.

ASAW Foundation Netbook Raffle:

Secretary Mucci reported that raffle ticket sales appear to be going smoothly and that we have less than 100 tickets remaining. He also reported that member Grace Gabower and her grandmother volunteered to sell tickets for us at the Madison Classic. It was noted we only sold about 30 raffle tickets at the Midwest Horse Fair.

The Board discussed the need to promote the raffle to our members and at horse shows. Various members of the Board turned in the money for sold tickets and additional tickets were distributed to members wanting more to sell.

The final opportunity to sell tickets will be during the ASAW Summerfun Show in July.

Qualification Process for "Horse of the Year":

President Holston had nothing to report at this time, but the topic is still under review and discussion by her committee.

New Business:

“Other” ASAW Sponsored Events:

This was a topic we discussed at the March Board Meeting. The Board has an interest in increasing our support of events like “Horse-a-Rama. Director Bushard and Treasurer Weyenberg have both spoken with Member Ginger Schinktgen about sponsoring her to do another event like a 1-day horse show – possibly an academy style show. The Board encouraged them to continue their discussions with Member Schinktgen and suggested that location may be an important factor to consider. There was some general discussion about the need for a show like this to possibly be more centrally located in order to increase participation.

Electronic Credit Card Payment System:

President Holston and Director Bushard led a discussion about the need for an electronic credit card payment system. This was a continuation of the discussion we had related to the Midwest Horse Fair earlier. There was some general agreement that this is something we should consider. President Holston volunteered to do some research on the subject and Director Pogue suggested her husband, Steve, may be able to help us also.

Attendance at Board Meetings:

President Holston led a discussion about the need for Directors to be active and also attend meetings. She mentioned that we only have about 8 meetings a year. President Holston said she is going to contact Board members who have had frequent absences and discuss whether they have the time to be on the board.

Keith & Audrey Miles Retiring:

Director Molzberger mentioned that Keith and Audrey Miles are retiring and that they have been in the breeding business for 50 years. They are located in Platteville, Wisconsin. They have a large selection of different colored saddlebreds including pintos and palominos. Director Molzberger suggested they were open to having a youth group come up and showing the kids the different types of saddlebreds.

Next Meeting: Friday, July 23, 2010, at 2:30, during the lunch break at the ASAW Summerfun Show in West Allis, Wisconsin.

Adjournment: Having no further business, the meeting was adjourned at 8:15 p.m.

Respectfully Submitted,
Robert A. Mucci
ASAW Secretary
July 16, 2010

Attachment I
Audit
Letter

March 15, 2010

ASAW Board of Directors
c/o Vicky Holston, President

Re: 2008 ASAW Summerfun Horse Show

I have reviewed the records of the above referenced Horse Show and found all items to be in order including bank statements, bank reconciliations and general ledger reports. The file also contained documentation as pertaining to office expenditures, contracts for State Fair Park services, contracts for Horse Show officials, receipts for insurance, food service, trophies and ribbons, printing, landscaping and grounds expenses and other miscellaneous expenses as necessary. In addition, cancelled checks were provided and matched to the General Ledger.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Barbara A. Baron". The signature is fluid and cursive, with the first name being the most prominent.

Barbara A. Baron

(414) 427-8288