

## **Minutes from the ASAW Board Meeting February 24, 2011**

Attendees: D. Black, M. Bushard, C. Cierzan, J. Evenson, V. Holston,  
D. Mackie, M. Markwiese, A. Molzberger, R. Mucci, D. Pogue, S. Roell,  
E. Savory, P. Weyenberg, M. Wojcik

Absent: B. Curran, N. Turner

Call to Order: The meeting was called to order at 6:40 p.m. by President Holston.

Approval of Minutes:

The Board discussed the minutes of the January 20, 2011 meeting. Director Bushard noted a date correction for Horse-a-Rama (correct dates are May 7<sup>th</sup> & 8<sup>th</sup>) and Director Roell noted the need to remove the word “trail” from the “High Point Awards” description in the Charter Club Council report. Vice President Mackie made a motion to approve the minutes and Director Cierzan seconded the motion. The motion was approved by the Board.

Treasurer’s Report:

Treasurer Weyenberg presented the attached Profit and Loss Statement through February 22, 2011 (Attachment 1). Treasurer Weyenberg also reported that as of today we have \$13,438 in our ASAW checking account and \$20,205 in our Money Market for a total of \$33,643.

After the Board reviewed the report, 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/Auction/Youth Conference:

Vice President and Committee Chair Mackie reported that approximately 40 people have signed up for the banquet so far. President Holston suggested that she and Secretary Mucci send out another broadcast email about the banquet during the next week. Chair Mackie also thanked President Holston and others for their help with the invitations.

Chair Mackie continued her report by discussing how this year’s theme is a celebration of the ASAW Scholarship Fund and Scholarship Fund recipients. Director Black discussed the Committee’s efforts to contact recipients and distributed a recipient contact sheet (Attachment 2). In addition, she indicated that the Committee is interested in getting photographs of past recipients to use

during the program. Chair Mackie also discussed the idea of providing attendees with an opportunity to make a scholarship pledge.

Vice President Mackie also reported that Brendan Heintz is unable to be our master of ceremony this year and that President Holston has agreed to handle this responsibility.

Director Savory reported that the acquisition of awards and trophies is proceeding nicely and reminded the Board that this year's awards will be a mixture of crystal, tote bags, and ASHA memorial bricks.

Director Cierzan discussed the auction preparations and reported that she has about 30 items for this year's auction. Director Cierzan also discussed the need to have someone organize and manage the checkout process and Director Molzberger agreed to manage this part of the auction.

The Committee discussed the Cork Pull and reminded the Board to bring any wine they wish to donate to the auction. Directors Pogue and Wojcik are again managing the Cork Pull.

In closing, the Board felt this year's banquet should provide a good time for all and thanked the members of the Committee for their hard work.

#### Scholarship:

Scholarship Committee Chair Markwiese had nothing new to report. See attached minutes of the Scholarship Fund minutes (Attachment 3).

#### Membership:

Membership Committee Chair Markwiese reported that we have received 80 to 90 membership applications and President Holston indicated she would discuss an idea for increasing our membership later in the meeting.

Secretary Mucci also informed the Board that he was working on the member benefit coupons for 2011.

#### Midwest Horse Fair:

Committee Chair Bushard and President Holston confirmed that we missed the demonstration application deadline and so we will not be included in the demonstrations this year.

It was noted again that the vendor booth space has been requested and paid for and so the ASAW will be represented at the Midwest Horse Fair. In addition, the Committee reported that they have contacted Tim Starck about creating another design for use on our promotional items.

#### Horse-a-Rama:

Committee Chair Bushard reported that Ginger Schinktgen has again agreed to do the saddlebred demonstration and that the 2011 Horse-a-Rama is scheduled for May 7<sup>th</sup> - 8<sup>th</sup>. In addition, a check for the ASAW booth space has been mailed. The Board discussed the need to financially support 4 stalls and 3 horses and the possible advertising opportunities (radio and program) available to us. Treasurer Weyenberg noted that we spent \$990 in 2010 for this event and that our proposed budget was developed with this amount. Director Markwiese made a motion to pay for 4 stalls and 3 horses to attend the event and to continue the radio advertising we have done in the past. This motion was seconded by Director Pogue and approved by the Board.

Expense reimbursement requests need to be presented to the ASAW Treasurer no later than 12/31/2011.

#### ASAW Summer Premier Show:

Committee Chair Turner was not present and no report was made. The show is scheduled for August 6<sup>th</sup> – 7<sup>th</sup> and will be held at the Wildwood Equestrian Center.

#### Audit:

Treasurer and Committee Chair Weyenberg had nothing to report.

#### Budget/Tax Returns:

Treasurer Weyenberg discussed the need to review and approve the proposed budget. After some discussion President Holston requested the Board to be prepared to address it at our next Board Meeting.

#### Summerfun Horse Show:

President and Committee Chair Holston, who is also this year's Summerfun Show Manager, discussed the preparations for the show, indicating that everything appears to be moving along well. President Holston took this opportunity to discuss the advantages of requiring exhibitors at the show to be members of the ASAW. She indicated that non-members could become members of the ASAW when signing up for the show. She also said this is not an uncommon practice and made a recommendation that the ASAW consider it. After some discussion, Vice President Mackie made the motion to require an exhibitor to be a member of the ASAW in order to be eligible to show at Summerfun ~ **academy exhibitors are excluded from this requirement**. The motion was seconded by Director Cierzan and approved by the Board.

In closing, President Holston thanked the Board for their support and guidance.

#### Website & Electronic Communications:

Secretary and Committee Chair Mucci reported that we had sent out two broadcast emails during January and February. Both emails focused on promoting the upcoming banquet and on reminding people to renew their membership.

Chair Mucci discussed the need to complete the website training and indicated this would be done in the near future.

Secretary Mucci also encouraged the Board to think about new content we can add to our website during the year such as articles, pictures, announcements etc.

Director Roell discussed a potential game we might be able to incorporate into our broadcast emails and website where we present funny and interesting stories about people and then have our membership try to guess who the person is. The Board thought this was a fun concept and will try to develop it into an actionable content item.

#### Membership Directory:

Committee Chair Molzberger had nothing new to report.

#### History:

Committee Chair Black reported that she has completed the “Moments and Memory” piece on Mike Schallock and is now looking for a picture to include with the story. President Holston encouraged her to contact Osteen photography for one.

#### Other Business:

#### ASAW Scholarship Fund Raffle:

President Holston and Secretary Mucci led the Board in a discussion about the ASAW Scholarship Raffle. Mucci reported that Reinhart Partners had agreed to sponsor (pay for) a new 2011 Apple IPAD 2. This is worth at least \$600. President Holston said she had written a letter to Reinhart thanking them for their generous support. Director Markwiese reported that she received the 300 raffle tickets from the printer. She has also submitted the paperwork and required raffle fee to the Midwest Horse Fair. Director Cierzan will coordinate the selling and distribution of the raffle tickets which are \$10 each.

The Board discussed the format of a contest to encourage ticket sales and President Holston reported that Becker Brothers has graciously donated a shirt as a contest prize. It was decided that ticket sellers should write their name on the back of each ticket they sell and the shirt would be given to the person selling the winning raffle ticket.

Volunteer Coordinator:

Committee Chair Pogue reported that she will soon begin contacting members about volunteering for the ASAW booth for the Midwest Horse Fair. In addition, she plans on discussing ASAW volunteer needs at the Banquet.

“Other” ASAW Sponsored Events:

President Holston had nothing to report.

Qualification Process for “Horse of the Year”:

President Holston informed the Board that we would be distributing information about next year’s selection process and guidelines at the Banquet.

Horse Person of the Year:

Director Roell informed the Board that the Committee had completed their selection process and that a qualified person has been selected. The winner will be announced at the Banquet.

New Business:

Credit Card Processing:

President Holston discussed the need to evaluate the new credit card processing technologies. It was agreed that Director Wojcik and President Holston should look into this further. The Board is concerned about liability due to the potential for identity theft and fraud using our current processing method.

Election of ASAW Executive Committee for 2011:

Treasurer Weyenberg made a motion that the 2010 Executive Committee be retained for the calendar year 2011. Mary Bushard seconded the motion and the Board approved it.

2011 Executive Committee

- President Holston
- Vice President Mackie
- Secretary Mucci
- Treasurer Weyenberg
- Past President Roell

Open Director Positions:

Present Holston reminded the Board that we have two unfilled Director positions. During the discussion it was indicated that ASAW members Jo Musser and Kris Martalock are interested. They will be invited to attend a Board Meeting.

#### Committee Assignments:

Present Holston mentioned that we need to address committee assignments for 2011 at our next meeting. She requested that everyone consider the various committees and on which ones they would be willing to serve.

#### Tack Exchange:

It was reported that ASAW Member Jo Musser would be willing to coordinate a tack exchange at the Summerfun Horse Show. The Board discussed the concept and thought it could be a beneficial event.

#### ASHA Charter Club of the Year:

Director Roell and Treasurer Weyenberg presented President Holston with the ASHA Charter Club of the Year Award which was presented to them at the ASHA Convention. President Holston thanked the Board for all of its dedication and effort which brought us this wonderful acknowledgment.

#### ASHA Convention:

Director Roell and Treasurer Weyenberg led the Board in a discussion about this year's ASHA convention. Some major points of the report were:

- Attendance was significantly down compared to prior years.
- The ASHA reported that the registration of foals is down.
- The ASHA is encouraging clubs to promote alternative uses of saddlebreds in their programs. The ASHA discussed different uses and spotlighted western dressage as a good example.
- They were impressed with Judy Werner, the new President of the ASHA and Paula Johnson the Executive Director.

President Holston and the Board thanked them for representing the ASAW at our national convention.

#### Brain Storming Session:

Director Roell suggested we should discuss some of the convention topics at a special "Brain Storming Session" in the future. President Holston suggested we plan one after the ASAW Awards Banquet. Secretary Mucci indicated he had found a location in Madison if we wish to come there on a Sunday.

#### Temporary Adjournment:

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). Director

Roell made a motion to temporarily adjourn this meeting at 8:05 p.m. It was seconded by Treasurer Weyenberg and the Board approved the motion. 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 8:30 and Director Bushard reported that the ASAW Scholarship Foundation's Board had adopted the following motion in support of the proposed IPAD-2 raffle which would be managed and coordinated by the ASAW.

*“The ASAW Scholarship Fund approves the acceptance of the donation of an IPAD-2, or money to acquire one, from Reinhart Partners Investment Advisors and that this donation will be used for the 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 23, 2011 (aka – Championship night).”*

Vice President Mackie made a motion to accept the ASAW Scholarship Foundation Resolution as its authorization to conduct the IPAD-2 raffle. Director Evenson seconded the motion and the Board approved it.

Secretary Mucci will work with Reinhart Partners to acquire either a new IPAD-2 or the necessary funds to purchase one after they go on sale in March.

**It was suggested that we should not forget that legally, this is the ASAW Scholarship Foundation's raffle and not the ASAW's.**

Next Meeting: Thursday, March 17, 2011, at 6:30 p.m. via teleconference.

**Note: *If an ASAW general member would like to attend this meeting, their contact information should be submitted to the ASAW Secretary prior to the meeting.***

Adjournment: Having no further business, the meeting was adjourned at 9:15 p.m.

Respectfully Submitted,  
Robert A. Mucci  
ASAW Secretary  
March 6, 2011

**Minutes from the ASAW Scholarship Foundation  
Annual Meeting of Members  
February 24, 2011**

Directors: M. Bushard, M. Markwiese, D. Pogue, D. Mackie

Directors Absent: N. Turner

Members Present: D. Black, C. Cierzan, J. Evenson, V. Holston, A Molzberger,  
S. Roell, R. Mucci, E. Savory, P. Weyenberg, M. Wojcik

Members Absent: B. Curran

Call to Order: The meeting was called to order at 8:08 p.m. by President Bushard.

Minutes:

The minutes of the March 30, 2010 meeting were distributed and approved by the membership.

Treasurer's Report:

Treasurer Markwiese presented the attached Profit and Loss Statement for the period of February 16, 2010 to February 24, 2011 and reported that we had approximately \$18,203 in the Foundation's money market account. In addition, Treasurer Markwiese submitted a listing of the Foundation's income and expenses for the same period. Treasurer Markwiese noted that we made \$2,200 from last year's netbook raffle. The Board and Membership discussed the report and adopted a motion to approve it.

Officers:

President Bushard reported that the officers of the Foundation are:

President: Mary Bushard  
Vice President: Nancy Turner  
Secretary & Treasurer: Mary Markwiese

ASAW Raffle:

President Bushard reported to the membership on the proposed 2011 ASAW Raffle. After much discussion, the following motion was made by member Roell and seconded by member Holston and adopted by a vote of the membership:

*“The ASAW Scholarship Foundation approves the acceptance of the donation of an IPAD-2, or money to acquire one, from Reinhart Partners Investment Advisors and that this donation will be used for the 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 23, 2011 (aka – Championship night).”*

**ASAW Scholarship Foundation at the ASAW Banquet:**

Director Mackie discussed the upcoming ASAW Banquet and how the ASAW was highlighting the Foundation and its scholarship recipients. In addition, Director Mackie discussed providing an opportunity for attendees to make scholarship pledges at the banquet. The membership was pleased with the continued support the Foundation receives from the ASAW.

**Knollwood Knockout Pizza Party:**

The membership discussed the wonderful support the Foundation receives from the Knollwood Knockouts. Member Cierzan made a motion for the Foundation to sponsor a \$150 pizza party for the Knollwood Knockouts in order to show the Foundation’s appreciation of their numerous contributions to the scholarship fund. The motion was seconded by President Bushard and approved by a vote of the membership.

Being no further business, the membership meeting was adjourned.

Robert A. Mucci  
Reporting for the  
ASAW Scholarship Foundation  
March 6, 2011

