

Minutes from the ASAW Board Meeting
January 20, 2011
****As Corrected****

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

Absent: M. Bushard, S. McClintock

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

Approval of Minutes:

The Board discussed the minutes of the November 4, 2010 meeting. Director Roell made a motion to approve the minutes and Director Pogue seconded the motion. The motion was approved by the Board.

Treasurer's Report:

Treasurer Weyenberg presented the attached Profit and Loss Statement for 2010 (Attachment 1). She reported that this includes a \$45 over-payment to the ASHA (we paid our ASHA dues twice). She is working with the ASHA to resolve this issue. Treasurer Weyenberg stated that our Profit and Loss Statement shows a \$2,277 loss for 2010 (including the ASHA over-payment). Treasurer Weyenberg also reported that as of January 20, 2011 we have \$14,142 in our ASAW checking account and \$20,203 in our Money Market for a total of \$34,345.

After the Board reviewed the report, Director Turner made a motion to approve the Treasurer's 2010 Financial Report. The motion was seconded by Director Curran and passed by the Board.

Treasurer Weyenberg also presented a proposed budget for 2011 (Attachment 2). President Holston asked the Board to review the proposed 2011 budget and be prepared to discuss it at our next board meeting.

Standing Committees:

Awards Banquet/Auction/Youth Conference:

Director Savory discussed the awards to be presented at our banquet. She said the Committee contacted the American Saddlebred Museum and has received a 20% discount on any merchandise we might purchase. She said the Committee has discussed awarding some nice crystal and other pieces, as well as, utilizing the Museum's saddlebred brick naming program. The Committee estimates this year's awards will cost approximately \$3,500 to \$3,800. This is less than our 2010 expense and is primarily due to a reduction in the number of awards being presented and a more favorable pricing in this year's prizes.

Director Cierzan discussed the auction preparations and said things are going well. She indicated that we have already sent out a broadcast email announcing the Awards Banquet and Auction and have used this as an opportunity to solicit auction items. We have already received some interest. She is now personally contacting potential donors. Director Cierzan indicated she needs someone to organize and manage the checkout process. The Board hopes Director Bushard, who managed the checkout process last year, will be available this year.

The Committee discussed the Cork Pull and reminded the Board to bring any wine they wish to donate to our next meeting. Directors Pogue and Wojcik are again managing the Cork Pull this year. The Board discussed what a popular and effective fund raiser this event is.

Vice President and Banquet Committee Chair Mackie discussed this year's theme, "Trotting Through The Field Of Higher Education" and explained how the Committee wants to use this as an opportunity to promote the ASAW Scholarship Fund. She said they hoped to have some prior scholarship winners present and to be able to tell the audience what some of our past recipients have been doing since receiving their ASAW Scholarship Grant. Scholarship Committee Chair Markwiese provided the Board with a list of past scholarship recipients (Attachment 3) and indicated that since the program's inception in 1995, we have awarded \$70,000 in grants.

It was suggested that we send out another broadcast email about the Banquet and also request information about the listed recipients. Secretary Mucci said he would work to get this done.

Chair Mackie mentioned that the award notifications and Banquet invitations are in process and should be sent to our membership in February.

Chair Mackie also discussed an idea to actually fund a scholarship at the Banquet. It would involve some type of bidding process which would hopefully get members of the audience to bid/commit a dollar amount for an additional scholarship or scholarships to be awarded. The Board was receptive to the idea and also understood that it was a concept still under development by the Committee.

Numerous board members congratulated the Committee and its members on their creativity and thanked them for their hard work.

In closing, Chair Mackie informed the Board that the Committee had decided to not put on a Youth Conference in 2011, but that they will plan one for 2012. The Board understood their rationale and indicated support for their decision.

Scholarship:

Scholarship Committee Chair Markwiese had nothing further report other than what was previously discussed.

Membership:

Membership Committee Chair Markwiese discussed the timing of the upcoming membership solicitation and indicated that she had already received some renewals from our email notification.

Midwest Horse Fair:

Committee Chair Bushard was absent and so President Holston and Treasurer Weyenberg addressed this report.

The Board was informed that there was a mailing mix-up and that we had missed the breed demonstration application deadline. They have attempted to contact the management of the Midwest Horse Fair in order to discuss and favorably resolve this problem, but as of now we have missed the deadline and may not be able to put on a demonstration. They hope to have a favorable outcome to report at our next Board meeting.

It was noted that the vendor booth space has been requested and paid for and so the ASAW will be represented at the Midwest Horse Fair. Only the breed demonstration which requires barn stalls and getting event scheduling is in question.

Horse -a-Rama:

Committee Chair Bushard was absent and so President Holston and Treasurer Weyenberg made this report. The 2011 Horse-a-Rama is scheduled for May 7-8th. Chair Bushard is coordinating this event with Member Ginger Schinktgen, who has managed this event in the past. A check for our booth space has been mailed.

ASAW Summer Premier Show:

Committee Chair Turner reported that this year's show will be held at the Wildwood Equestrian Center on August 6th – 7th.

Audit:

Treasurer and Committee Chair Weyenberg had nothing to report.

Budget/Tax Returns:

Treasurer Weyenberg's report was addressed during the Board's review of our 2010 finances, and the Board was reminded to review the proposed budget for our next Board meeting.

The Board also discussed purchasing a computer for the ASAW Board to use. It was discussed that this might be particularly useful to Chair Markwiese for her membership and scholarship work. While no decision was made, there was general agreement that this should be further researched and considered and if deemed appropriated, a specific recommendation and request should be made to

the Board. Secretary Mucci commented that today most individuals have a home computer and that if we acquire an ASAW computer, we should also consider the need to acquire the necessary software.

Summerfun Horse Show:

President and Committee Chair Holston, who is also this year's Summerfun Show Manager, reported that we have contracted with Nelson Green to be the show's judge. In addition, she has begun discussing the show's needs with the facility's staff and is working on other issues like retaining an organist. Chair Holston also reported that we may need to recruit an academy judge in order to accommodate Mr. Green's preferences.

At this time President Holston suggested we discuss the need to retain the show's USEF designation. She passed out a sheet (Attachment 4) showing our USEF show expenses for the last two years. The Board then engaged in a significant discussion of the pros and cons of retaining the USEF designation, which included Director Bushard's support for retention, via Secretary Mucci. The Board also discussed that the ASAW Summerfun Show and the Wisconsin Futurity are the only USFE designated saddlebred shows in the state and that our members view earning points from USEF designated shows as important. At the end of the discussion, it was agreed that while maintaining our USEF designation is expensive, that today it appears to be in the best interest of our show and membership to retain it.

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 December and January. Both emails focused mainly on promoting the upcoming banquet and on reminding people to renew their membership.

Chair Mucci indicated that we have had some more members use our info@ASAW.org address to contact us.

In closing, Chair Mucci said the most important part of having a website is the creation of content and that he needed the Board to participate in this aspect of the site. He reported that we haven't had much new content added to our website in a while and suggested that this is something he needs the Board to help with. He indicated that occasional new content is important in keeping our website interesting. That said, Chair Mucci believes our broadcast emails are our most important communication tool and that our website is a foundation tool for representing and supporting our organization. He urged Board members to consider thinking about content for our website throughout the year such as articles, pictures, announcements etc.

Membership Directory:

Committee Chair Molzberger had nothing new to report.

History:

Committee Chair Black reported that she was still developing a “Moments and Memory” piece on Mike Schallock and should have it completed in the near future. President Holston encouraged her to get it done so we can get it on our website.

Other Business:

ASAW Scholarship Fund Raffle:

President Holston and Secretary Mucci led the Board in a discussion about doing another Scholarship Raffle. Both Holston and Mucci had discussed this prior to the meeting and felt if we did a raffle that an Apple IPAD would probably be the preferred electronic device. Several other Board members supported their analysis. The negative to using an IPAD is that it will probably cost twice (approximately \$600 vs. \$300) as much as last year’s netbook. That said, Secretary Mucci said he would talk with his contact at Reinhart Partners and see if they will help us acquire one. Director Turner also suggested that Knollwood’s youth club, the Knollwood Knockouts, might be able to help us with the cost of an IPAD.

The Board also discussed how many tickets we should try to sell and when the raffle should start. In addition, it was suggested that we create an incentive contest to encourage our youth to sell tickets. Director Cierzan offered that she would work to promote the raffle and sell tickets at her Scintilla Jewelry booth at horse shows.

At the conclusion of the discussion it was generally decided that:

- We want to do another raffle
- We want to make our prize an IPAD
- Secretary Mucci will talk with Reinhart Partners about sponsoring the prize again this year
- If we need additional financial support beyond Reinhart, we will see if the Knollwood Knockouts can help
- We would like to develop an incentive contest to encourage our youth to sell tickets
- We would like to increase the number of tickets we sell to 300 from 200 and keep the price per ticket at \$10 (Director Markwiese indicated that she would order the tickets as soon as we know what the prize will be.)
- Board Members Holston, Mucci and Markwiese should proceed with any foundation work necessary to move forward with our intent to do a raffle.

Volunteer Coordinator Position:

President Holston brought up Volunteer Coordinator Position again and discussed why she felt we need someone to fill this role. She said we need to have someone focus on recruiting non-Board members to help us with our various activities throughout the year – especially manning the ASAW booth.

Secretary Mucci said he believed this position needs to be held by a Board member because they understand and can anticipate our needs.

Director Pogue volunteered to take on this new position. The Board thanked her for taking on this important and needed responsibility.

“Other” ASAW Sponsored Events:

President Holston had nothing to report.

Qualification Process for “Horse of the Year”:

President Holston led this discussion and reported that the Board email poll that she solicited indicated support for having our membership vote on the horse of the year prior to the awards banquet. She also said she would make sure we mail out the selection rules and guidelines in plenty of time prior to the 2012 selection process. Director Roell recommended that we make sure our written rules don't eliminate important school horses which have played a significant role in the development of our members and the promotion of our breed. The Board discussion appeared to support this recommendation.

The committee understands the general direction we need to go and will be working to formalize the details prior to our February 2012 banquet.

New Business:

Horse Person of the Year:

Director Roell informed the Board that the Committee is seeking recommendations for “Horse Person of the Year”. Directors were asked to consider persons who might qualify for this important award and to recommend them to members of the Committee.

ASHA Convention:

President Holston and Directors Roell and Curran led the Board in a discussion of the upcoming convention. It was recommended that we make a \$500 sponsorship contribution to the ASHA Convention. This will not only give us publicity during the ASHA Conference, but also provide us with one paid admission to the meetings. Director Curran made a motion to make a \$500 sponsorship contribution to the Conference and to provide the admission benefit to a ranking

ASAW officer attending the conference. The motion was seconded by Director Markwiese and approved by the Board.

Charter Club Council:

Director Roell reported to the Board that the ASHA was eliminating the Reg Awards. In addition, Director Roell reported on the new ASHA High Awards and informed the Board that the ASHA will be handling the tracking these points.

Attachment I
Treasurer's
Report
Page 1

ASHA Charter Club of the Year:

President Holston reported that she submitted our application and back-up information for Charter Club of the Year. President Holston indicated that she submitted several of our broadcast emails and information on our new member benefits.

Election of ASAW Officers for 2011:

President Holston reported that it's time to elect Executive Officers for 2011. Director Roell made a motion to keep the current slate of officers (Holston, Mackie, Weyenberg and Mucci) for 2011. Director Curran seconded the motion and the Board approved it.

Open Director Positions:

Present Holston mentioned that we have two unfilled Director positions and asked the Board to consider potential candidates.

Brain Storming Session:

Directors Roell and Mackie brought up the concept of an "All Day Brain Storming Session" which has been discussed in the past. There was some agreement that this is something we should plan for, but no decision was made. President Holston suggested we discuss the concept after the ASAW Awards Banquet.

Next Meeting: Thursday, February 24, 2011, at 6:30 p.m. at the Thunder Bay Grill.

Adjournment: Having no further business, the meeting was adjourned at 8:45 p.m.

Respectfully Submitted,
Robert A. Mucci
ASAW Secretary
February 20, 2011