

Minutes from the ASAW Board Meeting
Via Teleconference
March 17, 2011
~~ As Corrected~~

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

*Left the meeting early ** Joined the meeting late

Absent: C. Cierzan, A. Molzberger, E. Savory,

Guest: Jan Mucci

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 February 24, 2011 meeting. Director Roell noted a correction to the names listed in the ASHA Convention report and Director Markwiese noted the word “Fund” should replace “Foundation” in the report. She also requested that the minutes of the Scholarship Fund meeting be attached to the ASAW Board minutes. Director Turner 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 did not distribute a written report, but noted the following:

- We still have money to be collected from the auction; there was a discrepancy with the charge slips. This is being resolved.
- We have collected \$4,189 to date.
- The “cork pull” generated \$310.
- Year-to-date income is approximately \$18,400. This is mainly from membership renewal and nomination fees.
- A written report will be distributed after the Awards Banquet income and expenses have been finalized.

The Board discussed how our financials are developing for the year and thanked Treasurer Weyenberg for this update.

Standing Committees:

Awards Banquet/Auction/Youth Conference:

President Holston and the Board congratulated the Committee on having a very successful Awards Banquet & Auction ~ “The Committee did a fabulous job.”

Vice President and Committee Chair Mackie reported that approximately 170 people attended the banquet. She further commented that we had approximately \$7,350 in banquet expenses and that after our \$500 deposit, we will owe the banquet facility approximately \$6,850. In addition we will have a few other minor bills to pay or reimburse people for. The Board discussed the banquet and agreed that our membership seemed to like having it in March. Everyone thought this year's food and theme were excellent. Finally, it was discussed that the picture slide-show seemed to be appreciated and that we should try to incorporate something similar in the future. Director Roell suggested we ask people to send in show season pictures of people and their horses to use at the banquet.

Vice President Mackie reported that we can reserve March 10, 2012 for next year's banquet. The Board discussed the pros and cons of having the Awards Banquet this late after the prior year's show season has ended. It was suggested that we had many positive member comments about the timing of this year's Banquet. Some felt it was a little late, but after further discussion it was agreed that we will stay with March for the 2012 banquet and to also use it as sort of kick-off for the upcoming show season.

Scholarship:

Scholarship Committee Chair Markwiese reported that we had received our first application.

Membership:

Membership Committee Chair Markwiese reported that we have received over 100 applications. She expects more as the show season gets closer.

Secretary Mucci also informed the Board that he is still working on the member benefit coupons for 2011 and should have these finalized for a May mailing.

Midwest Horse Fair:

Committee Chair Bushard reported that booth preparations are proceeding as planned and Director Curran reported that he is getting some new demonstration DVDs for us to play at the booth. The Midwest Horse Fair is April 15th -17th.

Horse-a-Rama:

Committee Chair Bushard reported that she is working with Ginger Schinktgen on the saddlebred demonstration and that the 2011 Horse-a-Rama is scheduled for May 7th - 8th. We have agreed to pay for 4 stalls and 3 horses to attend the event and to continue the radio advertising which we have done in the past. She had nothing further to report.

ASAW Summer Premier Show:

Committee Chair Turner reported that Tracy Wagner Mitchell (Pulaski, Wisconsin) may be the judge. The show is scheduled for August 6th – 7th and will be held at the Wildwood Equestrian Center.

Audit/Tax Returns:

Treasurer Weyenberg reported the Barbra Barron has agreed to audit our books.

Budget/Finance:

President Holston and Treasurer Weyenberg discussed the proposed budget which was presented to the Board at the February meeting. After some discussion Director Bushard made a motion to approve the budget as proposed and Director Turner seconded the motion. The motion was approved by the Board (11 votes yes and one abstain).

Summerfun Horse Show:

President and Committee Chair Holston, who is also this year's Summerfun Show Manager, discussed the preparations for the show and indicated that everything is proceeding as expected.

Website & Electronic Communications:

Secretary and Committee Chair Mucci reported that he needed to get in touch with Will Wood to complete training on the Website. He indicated this would be done in late April. He further reported that President Holston has sent him her Banquet remarks and he would incorporate them into a broadcast email to our membership and work on getting a picture of our Horse of the Year (Louisville Lass) on the site.

Director Bushard informed the Board that Hanrahan Stables now has a lesson program and asked Secretary Mucci to add "Tails a Flying" to our website in the lesson program section.

Treasurer Weyenberg noted that Will Wood had still not cashed our check and Secretary Mucci indicated he would mention this to him when he talks with him.

Membership Directory:

Committee Chair Molzberger was not at the meeting and no report was made.

Note: Directors Bushard and Turner had to leave the meeting at 7:20 p.m.

History:

Committee Chair Black reported that she has completed the “Moments and Memory” piece on Mike Schallock and will provide Secretary Mucci with a copy for the website in the near future. Her next story will be on Lance Hayes. In addition, she may see if she can develop some stories on our Scholarship recipients from the information she has from the banquet.

Other Business:

ASAW Scholarship Fund Raffle:

President Holston asked where the 300 raffle tickets are and how are we going to get them distributed to the barns. Director Cierzan has the tickets and will coordinate their disbursement. Reinhart Partners had agreed to sponsor (pay for) a new 2011 Apple IPAD 2 for us to raffle and Becker Brothers has donated a shirt as a contest prize for ticket seller. Ticket sellers should write their name on the back of each ticket they sell and the shirt will be given to the person selling the winning raffle ticket.

Volunteer Coordinator:

Committee Chair Pogue reported that she is working on getting volunteers for the ASAW booth for the Midwest Horse Fair. In addition, she discussed our volunteer needs with banquet attendees.

“Other” ASAW Sponsored Events:

President Holston discussed having a wine tasting event. This would be a social event or possibly a fundraiser. Director Roell discussed the idea of putting together an ASAW cookbook. President Holston is going to look into a location for a wine tasting event. Treasurer Weyenberg discussed the idea of sponsoring an adult riding camp and thought this might be something that would interest our membership. The Board thought all three ideas were interesting and had merit.

Qualification Process for “Horse of the Year”:

President Holston informed the Board that we would be distributing information to our membership about next year’s selection process via a broadcast email toward the end of the year.

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:

Secretary Mucci suggested that the Board look at a credit card processing service called Square. He indicated that the fees appear reasonable and that the product was developed for low volume credit card processors. He suggested that the Board read a Fortune Magazine article about the company. The Board is concerned about liability due to the potential for identity theft and fraud using our current processing method. President Holston is spearheading the work on this issue with the aid of Treasurer Weyenberg and Director Wojcik.

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, Kris Martalock and Cornelia Hempe are interested. They will be invited to attend a Board Meeting.

Committee Assignments:

Present Holston reviewed the Committee assignment listing with the Board. No changes were recommended.

Gift of Appreciation:

Director Curran suggested that we send some ASAW logo apparel to Darryl Leifheit, owner of Singsatioin, since he is giving us some DVDs and a banner for us to use at the Midwest Horse Fair. The Board agreed.

Long Range Planning Session:

President Holston discussed some dates for having an all day strategy session. After considering various dates and months, the Board concluded that we probably need to consider having it this fall. November 6th was suggested as a possible date. President Holston indicated we should discuss this again as the year progresses.

Next Meeting: Tuesday, April 12, 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 8:05 p.m.

Respectfully Submitted,
Robert A. Mucci
ASAW Secretary
April 10, 2011