

PShR Board Meeting

Phone Conference *May 9th, 2017 * 7:00pm CT

In attendance:

Board Members - Kathy Voyer, Linda Rudolphi, Lucy Stafford, Nicole Mauser-Storer, Julie Jackson-Biegert, Holly Haddenham and Marty Power.

7:00 pm meeting called to order.

Secretary's report: none given

Treasure's report: The accounts remains about the same.

Inspection committee: they are getting ready to hold the inspection. There was talk about trying to get local clubs and groups involved and interested. Local 4-H Judging teams could be invited to watch the inspection. Local newspaper can be contacted to run a story or interview.

Promotion: Kathy reports that a face book promotion would be cost effective and effective for us. Her last promotional add of her farm reached 16,227 people with one post. Doing a promotion puts your page outside the organic reach of your group. Each promotion costs approximately \$3.00. Linda made a motion, Seconded by Julie, to budget up to \$100 to spend between now and the inspection, for social media promotion of the PShR to be used as the inspection committee thinks is appropriate. Motion carries.

Website: Nicole talks about website promotion and search engines. Look for links to share and add to our website that will help us get more promotion.

The Store needs someone to pick the merchandise to be sold. Marty and Julie volunteered to pick out the items.

There are 2 logos in use right now the "crest" and the "brand". Cindy Young will be contacted about possibly designing a new logo that combines the 2.

Membership and Stallion report: Linda has sent out a new membership list.

Linda also has prepared a letter to stallion owners that talks about the membership rules for registration. She talked about putting the Stallion page listings in order of the book they are registered in. this will help people be able to see what criteria each stallion has met. Linda presents the idea of changing "Specialty +" designations to "Elite "to be more consistent with terms from the ISG and international registries.

We are waiting on more information about whether or not we will be able to advertise with the distance Nationals because we use the word Arabian in our name and only the AHA is allowed to use Arabian by agreement,

Meeting Adjourned 8:32 pm