



Performance Shagya Registry BOD Meeting - Notes

January 20, 2010 - 5:00 PM Pacific Time

Call in #: 800-444-2801 Pass-code: 3003128

Call the meeting to order – President Lori Baker

Attendees: Lori Baker, Eric Nelson, Linda Rudolphi, Kathy Johnson, Holly Kemmis, Becky McCarty

Secretary report – not available

Treasurer report – Carolyn Reimer, Eric Nelson

Bank account = >\$1,000 estimate

We will also need to track donations for 2010

Eric is checking on what we need to do for 2009 tax report due end of January

Documents finalized and approved since last meeting

Letter to ISG requesting membership – We have not received any response. Eric will be re-sending this via email to the entire ISG BOD with read confirmation and via certified mail to the ISG President.

News:

Conventions / Events

Midwest Endurance Convention – Linda is attending

THE CORRECT NAME UMECRA – UPPER MIDWEST ENDURANCE AND COMPETITIVE RIDE ASSOCIATION – PSHR MEMBERS ALSO ATTENDING WERE: OLIVIA RUDOLPHI, MARTY & CHRIS POWER, AND HOLLY KEMMIS

Set the date for PShR Annual Meeting: September before the WEG event (Opening Ceremony 9/25) – this will be held either in Illinois (6hours from WEG) or in Ohio (about 4-5 hours from WEG?). We still need to confirm date and location.

Documents to review/ approve this meeting

- a. Website Proposals – BOD voted yes for paying for 3 conceptual designs from Holly's daughter who is a graphic designer. Holly is donating funds to pay for this – the goal is to get a fresh new look that holds people to our site longer and they keep coming back. We will set another meeting after we receive these designs, with 2 weeks, and then review and vote on which proposal to go with.
- b. Warmbloods Today - article and advertising – Shelley wrote a really nice article and is doing some independent advertising. PShR would like to advertise to promote the

organization, but voted that it would be better to wait until our new website is up and running.

- c. PShR Stallion Breeding Fundraiser (draft) – Shelley has completed a draft announcement flyer – looks great. We discussed options on how to invite other stallion owners in. I was planning on drafting up a letter to do this, but my time is very limited for the next two weeks.
- d. Newsletter (need to get started)

Topics for 1st newsletter (not exact order)

- Who we are and why we exist (we have some good write-ups in our letters to ISG that we can use)
- Our first year in review
- Awards
- Horses eligible for licensing in 2010
- Fundraisers - stallion breeding and T-Shirt sales
- Classified - Horses for sale
- Stallion breeding ads
- At least a couple stories about horses or owners Carin visited the US - would be nice to get her story, Kathy Voyer is doing well in endurance - we can try to get a story from her or Bahadur's owner who is coming to crew at Tevis this year, riding stories
- Announcements: PShR annual meeting, ISG meeting, WEG, etc

Committee Reports:

Membership = (Kathy Johnson is filling in for Becky while she recovers) Becky will send Kathy a reminder letter draft to use. Kathy will both email and mail out these letters. Still need to change address on the membership form posted on our website.

Members: Kathy, Becky, Kayla, Linda.

Marketing for new members when should we start? Where should we market? Keep spreading the word at events and we will keep building our marketing program.

Awards – Holly Kemmis – updated awards information posted on the internet

Members: Linda, Lisa, Kayla, Becky, Kathy

2009 Awards? Awards completed and T-Shirts are ordered. They have organized awards into a table to be emailed to members, posted on the website and newsletter. This table includes award winners sire and dam line (I may have missed some other notes here???)

HOLLY ALSO MADE VERY NICE CERTIFICATES THAT WE PLACED IN A NICE DOCUMENT CASE

Licensing Committee

Members: Marty, Lisa, Judy, Chris, Eric, Lori & Linda

Report from meeting

Propose 2010 Inspection Site – not yet, maybe 2011

We need to get the horses that are eligible for Licensing on the 2010 books and announce the progress of this program.

Forum – now Facebook Page How is that going, how many members online?

Members: Becky, Kayla, Linda

49 members, 15 of those are international. We will make more announcements there – when we put out our newsletter and have the new website done. We need more members to post pics and stories on this site – it is a great way to promote, share and connect with people – no matter what organization or country they are in.

Website – We need to update the website and build a look for PShR

Members: Allison & Kayla, Linda and Holly assisting with proposals

We need to update address on membership letter

Also, place a statement on the home page that a ***new website is coming soon!***

Advertising & Promotion

Members: Shelley & Judy

- Warmbloods Today article – Shelley’s article will come out on?
- Calendar – need someone to take the lead on this project – Eric will get us a quote for a ready to print calendar – <http://kathywismer.com/>
- Stallion Breeding Fundraiser – in the works
- Any other Fundraising ideas – Linda is donating 20 T-Shirts for sale – I think we decided \$18, includes shipping. If this goes well we can produce more and/or have some other type of shirts made for the PShR meeting. \$21 FOR LONG SLEEVE SHIRTS

Breeding & Inspection

Registrar – Linda Rudolphi

Assistant Registrar – Allison Boswell

PShR Breeding Guidelines report – Linda Rudolphi

- a. Registry to date
- b. Studbooks to date

Linda sent out information via email for BOD review (I may have missed some other notes here too???)

I’m listening – not writing ;- (...

European Liaison

Members: Eric, Lori

USDF Liaison

Members: Kayla & Lisa

Other business:

Next meeting:

- Vote on website proposal
- We need to vote on the PShR Fee Schedule (expires Jan 31st) – do we want to make changes?? We may want to add advertising costs for the newsletter and/or website???
- USDF Membership is due – vote to pay
- Make sure we are on track with our 2009 tax report

Set next meeting date: Within 2 weeks – right after we get those website conceptual designs out for you to review. Please we need everyone to be there!!!! **Please....**

Adjourn

MOTION BY LINDA/ SECOND BY ERIC