AMHA EC Meeting
7/15/2014
7pm Central Time
Members Present: Sid Hutchcraft, Al Bulgawicz, Frank Lupton, Jim Barenklau, Julie Good
Also Present: Randy Peacock

1. Status Report on Championship Shows ~ Sid reports that he talked to Laura Mullen before she headed out to the Western Regional Championship Show and at this time it looks as if this show could be as big or bigger than last years show. Easterns is also looking favorable. Currently Central Regional Championship Show doesn’t have as many entries… but they expect some more entries to arrive in the next few days.

2. Marketing Seminar for Office Staff ~ Frank Lupton brought up that since we have no marketing specialist currently employed in the office Frank is offering to put together a seminar to present to the office staff that will help them to learn marketing skills. Randy feels that this could benefit the office staff. It would include some basic marketing skills, and some skills in presenting what AMHA offers. Frank is thinking this would be best to have sometime after the 2014 World Show. The EC was all in favor in pursuing this educational opportunity. Julie Good will provide lunch for the staff.

3. Show Manager Bid Specifications for World Show & Championship Shows ~ it has been decided that future World Show and Championship Show Manager Positions be put out for bids. The responsibility of processing entries for the world show needs to be spelled out in the specs. Randy Peacock will go over the existing specs and work on clarifying some items. Jim Barenklau mentioned that it should be specified that the Show Manager should work together with the LOC when working with the judges and the measuring team.

4. Lonnie Perdue sent a note requesting that the center ring decorations and landscaping be redesigned to save money, she gave specific suggestions. Laura has confidence that Lonnie will come through and help as she states… but she is concerned about the future if Lonnie, at some point, chooses not to assist with this. The EC agreed to have Sid contact Lonnie and give her permission to go ahead with these plans.

5. Melissa Powell suggested we delete 26 pages of the pedigree portion of the World Show program, this would save AMHA approximately $1000. Frank Lupton moved that we follow the suggestion of Melissa Powell to delete the pedigree portion of the World Show Program for the 2014 show. Al seconded. Passed by EC.

6. Randy reported that a roofing contractor came to the office to give an estimate on fixing a leak in the roof at the AMHA office. The report was that there is some hail damage. This company would accept the amount the insurance company offers as payment. We do have a $2500 deductible.

7. Al suggested that the horses registration number be placed somewhere on the back of the registration papers because when entries for shows are received there
is no way to identify if the horse on the back is actually the same as the one on the front of the registration papers.

8. Closed session to discuss pending complaint

   Out of Closed Session

9. Frank Lupton brought up class sponsorships for the World Show.
   If someone sponsors a class that someone else has already sponsored should we allow more than one sponsor per class. The thoughts from EC members was that once a class is sponsored there will be no other sponsorships accepted for that particular class… the prospective sponsor could choose another class to sponsor.

10. Frank Lupton expressed concern that the “appropriate attire” for Stock Type Classes is “appropriate attire” that does not mean that the handler has to dress in Western Attire. It should be noted in the World Show Premium or in an e blast specific description for attire for Stock Type Classes.

11. There was a question brought from a member about Stock Type Horses being judged against the Standard Halter Horses. At no time should the Stock Type Horses compete against the standard AMHA Halter Horses in conformation classes. And the judges be informed that the type should be foremost when placing the horses.

   Jim moved and Al seconded to adjourn Meeting Adjourned at 8:04pm Central time