

AMHA Executive Committee Zoom Meeting
3/17/2022 7pm Central Time

EC Members Present: Debra Hopkins, Sheryl Peterson, Clair Severson, Andrew Mueller, Sid Hutchcraft.

The meeting was called to order by Debra at 7:05 PM. All members of the EC were present on the call. She outlined the reason for the meeting—to review and discuss how AMHA might best use any new available USLGE funds for the promotion of AMHA and AMHA horses internationally, especially in Europe/UK. The AMHA BOD recently received a message from Wayne Hipsley stating such funds might become available to AMHA. And if so, how could they best utilize any new funds for promotion.

After much discussion the EC decided to request funding from USLGE to assist in completing the following projects:

#1. Horse for Everyone flyer - updated and translated into 3-4 languages: We would like to plan to share the electronic version of this flyer as soon as it is updated with our partners internationally and have a good supply printed in their home countries to save us from the huge expense of shipping them if we print here in the U.S. We don't have a cost estimate as of yet, but believe we should be prepared to print a large number for each country to use at any appropriate equine related events to promote the AMHA and AMHA registered horses. This will help their shows grow, sales for breeders will grow; so we envision this project to have the greatest, overall impact on promoting AMHA internationally for the next few years.

#2. FAQ Fact Sheet - We are working to create a good FAQ area for our website to help our members and potential new members to navigate the AMHA miniature horse world and particularly the processes for registering, transferring, etc. From this FAQ section of the website, we will create a printable Fact Sheet to include with new memberships, membership renewals, and hope to create translations for the same 3-4 languages to share internationally.

#3. Website language translations - these are labor intensive on our website, as every update must be translated into each language individually. Staff resources for these multi-language updates on the AMHA website are estimated to be at least \$150/week - \$7,000+/year.

Hearing no other business to discuss, Debra adjourned the meeting at 8:10 PM.