

The American Hanoverian Society  
Minutes of the Board of Directors Meeting  
Keeneland Room  
Embassy Suites  
1801 Newtown Pike, Lexington, KY  
August 16-18, 2019

Present: Edgar Schutte (president), Barb Schmidt, Nancy Connolly, Kate Palmquist, Cathy Tucker-Slaterbeck, Anne Sparks, Meg Williams, Volker Ehlers (arrived late), Joanne Hodges (executive director), Sandra Lee (registrar)

Doug Langer, Rachel Erlich, and Rick Toering joined intermittently via phone.

The President called the meeting to order at 9:10 a.m. EST.

**Motion to pass the July 3, 2019, meeting minutes was seconded and passed unanimously.**

**President's Report**

- The inspection tour with Anna von Holten-Jungheit has been getting good reviews.
  - The board discussed sending thank-you notes to inspection hosts
- The annual magazine has been well received. A discussion followed about revisiting the AHS use of print media.
- The Young Breeders' were back from Austria and did very well, placing 5<sup>th</sup> overall in jumping, and 12<sup>th</sup> in conformation evaluation. They placed 3<sup>d</sup> in Team Player. The coach, Dorie Vlaten-Schmidt, has done a TV interview.

**Executive Director's Report**

- The vit contract is with the attorney for final approval.
- Linear scoring was set up on vit for the judge to use during the July tour and that worked well. The scores will be held for upload into the new AHS data.
- Spy Coast Farm may be interested in hosting a Hanoverian inspection. Joanne will continue discussions with them to flesh it out. Barb Schmidt agreed to help talk to them, if needed.
- The contract with MicrochipID Equine has been signed at the same price as 5 years ago when the last contract was signed. They also offered AHS members registration into their national database for \$15 each, which is a \$10 discount.
- The annuity fund at John Hancock has been closed and the monies have been moved to the PNC checking account.
- Martha Drum (social media coordinator) would like to start "Did you know" entries on FB to help garner reader engagement.
- A new ad will be developed for Devon 2020 to highlight how great it is to be a member of "Club Hanoverian." The idea is to change the perception to we are here to help you; join this great group.
- We need to start promoting the AGM sooner rather than later. Someone is still needed to gather, ship, and do the paperwork for all auction items.
- There is a newsletter draft currently with the social media coordinator. The plan is to add a calendar and then small pieces of information from the office. The goal is to do more frequent, but shorter

items. Needs to be easy for the office to put together. The Foundation will be the title and the tag line will be “Legendary Bloodlines for Future Champions.” Action: Marketing committee and Joanne will connect to finish concept of shorter newsletter.

### **Finance Committee Report**

- After a review of the current assets, the committee will make suggestions to the Board on where to invest the John Hancock funds both short-term and long-term.
- It was noted that the 2019 Annual Meeting was unusually expensive.
- BoD has been dipping into reserves since 2005. The Treasurer suggested an in-person meeting to determine contingency plans.
- Budgetary items/concerns need to be evaluated by the end of this meeting.

### **Mare and Stallion Committee Report**

The chair spoke to one of the judges about the first part of the inspection tour. The judges are working with the old scoring system.

The Gold Medal foal award is being well received and will possibly help bring foals back to inspections. Hilltop had many good quality foals at their inspection. The judges were asked to explain the GMF before the inspection began, which was good for the audience. Mares will now get their scores at the site rather than having to wait for an email. Certificates will still be mailed later in the year. Futurity scores will also be handed out on the day of the inspection. Action: The committee chair will ask the judges to make sure the Gold Medal foal explanation happens at each inspection and remind them to include that foal scores are not given and why.

Two members--Barbara Gualco and Michelle Vaughn—approached the chair about how to become judges and Angela Celestre wants to apply as a learner judge. In addition, young breeders want to take next steps to becoming an AHS judge. The chair will look into L judge programs.

### **Annual Meeting Committee Report**

**February 8-9, 2020**

Keynote speaker is Dr. Siobhan Ellison.

There is an early bird discount and it was suggested that discounts given to first-time attendees or perhaps developing a loyalty program. Discussion was tabled.

### **Rules and Grievances Committee Report**

1. After the YB situation, the chair wanted the rest of the board to be aware that individual committees cannot dismiss anyone from the committee. The members serve at the discretion and approval of the board only.
2. There will be an inquiry into how the Young Breeders “association” is tied to the AHS. Rick, Edgar, Joanne to investigate

### **Marketing Committee Report**

The chair reported that the current committee is too large and suggested it be pared down to seven members with specific backgrounds to help focus promotions:

Joanne  
Board member  
Terri R.  
Marketing expert  
Hunter-jumper expert  
dressage  
breeder

The suggestion was made to have awards at every breed show. This could be accomplished by having an Awards Committee member compile a list of shows and contact the secretary with information on who to call each year to get the award and check on entrants' eligibility. Action: Anne Sparks will talk to Cathy Tucker-Slaterbeck about which committee member would be best suited.

Action: Nancy Connolly will investigate ideas for World Cup advertising and possibly working with the HV on joint promotions.

## **Old Business**

### **Markings**

In Germany, the judges draw the markings and write a description. Photos are only required when registration is done by mail.

For AHS, judges will do now do markings at the inspection and send those markings back to the office. The office will develop a markings sheet for the judges to use.

**Motion: Markings will be completed by judges at inspections based on the list from the Board markings proposal of July 3. Photos and drawings will no longer be required for foals attending inspections. Unanimously passed.**

Joanne will remove the drawings section from the registration

Volker will send the markings proposal and description to the judges. Volker, Meg, Sandy, and Joanne will discuss what gets sent and get back to the board.

Policy change for President and Officer nominations (see attachment)

Nominations need to be made ahead of time so the board members can consider the candidates. Need a self-nomination procedure. The nominee will write a personal statement on why he or she is qualified for the position. Action: Kate Palmquist to rewrite proposal for review at next Board meeting.

### **Certificate of Pedigree**

**Motion: that the AHS/ARS CP with watermark as presented by the ED be adopted. Passed unanimously.**

## Website

Kate Palmquist and the Editorial Committee are working to update the content of the AHS website. They have developed a schedule of deadlines and phases.

Because vit will not be able to do enrollment or payments for a number of years, the plan is to upgrade the current site to the new Wordpress and include a shopping cart, and make the registration processes more user friendly.

Action: The ED will develop a contract outlining the update process with Sandy Werkheiser and allowing an exit plan should AHS decide not to renew at some time in the future. Current bid does not include MPT searchable data base. It was noted that VIT will provide this service once it's populated.

Cindy Johnson has offered to call Warmbloods-for-sale.com to see about a partnership that will allow our members free ads, which will add to the AHS member value.

**Motion: Add a member directory to the website with each breeder's name, state, and email. Would be opt out. Proposed by Kate Palmquist. Passed unanimously.**

**Motion: Allow ED up to \$5,000 to have website updated. Passed unanimously.**

## Fee-structure Proposals

### MEMBERSHIP

Regular membership cannot move to \$95 with a "discount" to \$80 if paid by May 1 because that would change the lifetime membership to \$950.

Now offer:

Active/Regular

3 year membership	\$200
5 year membership	\$350

Associate

3 year membership	\$150
5 Year membership	\$245

### MARE DUES

Motion: Eliminate mare dues and make them part of foal registration.

New foal registration: \$320

### STALLION DUES

Dues paid PRIOR to November 30: \$350

Due paid AFTER November 30 and before December 31: \$450

Stallion dues paid after December 31 means they are not in the stallion directory.

Stallion dues invoices need to be sent out by October 1 with an October 31 deadline.

#### CP PAPERS

Reduce the cost of duplicate CP papers to \$75.

#### COMPETITION GELDING

Using the same criteria as the Competition Mare designation, add Competition Gelding to the lineup. Competition Stallion not considered at this time.

**Motion to approve fee structures as proposed: Passed unanimously.**

#### **Flexibility in Inspection Sites**

Discussion: Stallions with a performance record that have been fully approved by another registry only need to have one judge for confirmation to approve. Germany always has to approve the number of judges to come approve a stallion. ,

Also for individual mares people may pay to bring 1 or 2 judges..

Also need to define a private inspection. Inspections and branding for mares and foals can be done privately. Awards will be done at regular inspection tours only.

Action: The Mare and Stallion Committee will assess that the breeding rules have been reviewed and present a policy going forward.

#### Next Meeting

The next Board meeting is currently scheduled for December 3, 2019. Action: The President will develop the 2020 schedule of meetings before the end of the year.