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2 **SUBJECT: Full Year Membership, Anniversary (Bylaws 2/3 Vote)**

3
4 *(This section to be completed by the Agenda and Resolutions Committee.)*

5 Committees required to review:

Committee Action:
Approve Disapprove

6	Bylaws Committee	_____	_____
	Market Development & Promotion Committee	_____	_____
	Membership Committee	_____	_____
	Ways & Means Committee	_____	_____

7 _____

8 **CONVENTION ACTION:**

9

10 _____ Approved _____ Approved with Modification _____ Disapproved

11

12 _____ Withdrawn _____ Referred to Committee _____

13

14 **RESOLUTION:**

15 (Refer to Article 901 for submission requirements.)

- 16
- 17 Whereas, Market Development and Promotion (MDP) Committee is tasked with increasing the AHA
18 membership; and
- 19
- 20 Whereas, A strategic objective of AHA is to “Unify AHA as a broader-based organization with a new culture
21 and identity”; and
- 22
- 23 Whereas, MDP’s vision of AHA is that of a friendly, inviting association for all members whether or not they
24 show; and
- 25
- 26 Whereas, The MDP Committee’s opinion is that joining any association and paying dues should entitle the
27 member to a full year’s services; and
- 28
- 29 Whereas, AHA shows and events are distributed throughout the year, and competitors join throughout the year;
30 and
- 31
- 32 Whereas, New members purchase horses all during the year and therefore join AHA all during the year; and
- 33
- 34 Whereas, Owners register their horses all during the year and therefore join AHA all during the year; and
- 35
- 36 Whereas, Members joining a club between July 1st and convention are never counted for club delegate
37 representation; and
- 38
- 39 Whereas, 80% of the AHA clubs are on line, which means that renewal notices are computer generated by AHA
40 thus saving membership chairs and clubs the cost and time previously dedicated to yearly renewals;
41 and
- 42
- 43 Whereas, Software programming currently tracks associate members for their renewals on an anniversary date
44 schedule and could be used to track and renew all memberships on an anniversary date; and
- 45
- 46 Whereas, All AHA Affiliate and Youth memberships currently expire on December 31st so the clubs will still
47 have the majority of their members renewing by the end of the year for planning purposes; and
- 48
- 49 Whereas, One of the best ways to increase the membership is to retain current members; and

50 Whereas, The MDP Committee believes that AHA needs the full year to have the opportunity to prove to
51 new/old members that our Association has many benefits such as the *Arabian Horse Magazine*, awards
52 programs for all levels of participation (Achievement for horse & rider, Open Event Incentive
53 Programs, Distance Programs, Dressage, etc.), discounted member registrations & transfers, shows and
54 events for all interests, the opportunity to participate in Sweepstakes and Futurities, website services
55 (Horses for Sale, Stallions at Stud, Products & Services) and the camaraderie of fellow Arabian
56 enthusiasts; Therefore, Be It
57

58 Resolved, The membership year for all membership categories will commence upon the postmarked/electronic
59 transaction date of payment to the AHA Office and expire on the last day of that month, twelve months
60 later; and, Be It Further
61

62 Resolved, Full annual dues are payable to the AHA Office before the end of the expiration month. Renewals
63 paid any time prior to the expiration date will retain the same original expiration month; and , Be It
64 Further
65

66 Resolved, The member will lose all membership privileges as of the expiration date if dues are not paid as of the
67 expiration date.
68

69 Effective: Beginning with the 2006 membership year
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71 **PROPONENT'S FINANCIAL IMPACT:**
72 (Refer to Article 901.2.e. for financial requirements.)
73

74 Anniversary year may increase revenue for AHA. Currently new competitors pay a non-member fee to show or ride in
75 our late summer or fall events because it is not cost effective to pay the AHA membership fees to join and then have the
76 memberships expire before they ever receive any benefits. With this change, all members receive benefits for a full year,
77 whether they join in January or December. We have gained these members and have a full year to encourage them to
78 renew.
79

80 **AHA IMPACT STATEMENT:**
81

82 Member benefits will be lost if club membership payments are not submitted by membership secretaries in a timely
83 manner.

84 Contact Person: Joe Hull Vice Chair Agenda & Resolutions Committee (614) 877-9864
85

86 Other major breed organizations (Quarter Horse, Paint, Miniature Horse, Appaloosa will be in 2005) are on an
87 anniversary date. It's more welcoming and fair to new members. It encourages people to join any and every day of the
88 year. Jim Kelley, the Executive Secretary of the American Paint Horse Association credits the move to anniversary year
89 for their record levels in membership.

90 Going to an anniversary date would be inviting and member friendly. A member would get a full year of member
91 benefits no matter what date they join or renew. For example, if a person joins July 10, 2005 that membership would be
92 valid until July 31, 2006 (expiring at the end of the month to aid the show secretaries), whereas on a calendar year that
93 same member would only have member benefits from July 10, 2005 until December 31, 2005 and still pay the full
94 membership fee.

95 The club delegate count would be affected positively as well. For example, the member joining July 10, 2005 isn't
96 counted toward the delegate count under the current calendar year. However, under an anniversary date the member
97 joining July 10, 2005 would count toward the delegate count in 2006, because he/she would be on the club roster as of
98 June 30, 2006.

99 The expiration date on the membership card will be prominently displayed, for the show secretaries ease. The
100 memberships would expire at the end of each month (July 10, 2005 – July 31, 2006). The expiration date would
101 resemble the expiration dates currently seen on a credit card, rather than just a "valid through 2006" date.

102 Currently, the Associate (former Registry) memberships, composed of approximately 20,000 members, are on an
103 anniversary date and all other categories are on a calendar year. By allowing an anniversary date, all membership
104 categories would be recognized and processed in the same manner, making it less confusing and more consistent for
105 members. In addition, AHA’s computer system currently accommodates anniversary year membership.

106 Processing memberships throughout the year would even out the workflow at the office. Historically, registration
107 receipts are heavier in the fall along with sweepstakes breeding entries, futurities and memberships this causes an
108 increased amount of processing at the end of the year, which can affect turnaround time. This would also lower the staff
109 requirements during the peak processing period.

110 The change from calendar year to anniversary year membership will need to reflect an accounting adjustment that will
111 impact revenue recognition in the first year, but will not impact cash flow. The majority of the affiliate memberships
112 would continue to renew on the December 31st date. Once we have experienced a full year with this change, annual
113 revenue recognition will stabilize and return to normal levels.

114

115

116 Contact: Lorie Liddicoat, AHA Sr. Director Membership – (303) 696-4587,
117 Debbie Fuentes, AHA Sr. Director Registration – (303) 696-4518,
118 Steve Josephs, AHA Sr. Director Marketing – (303) 696-4566,
119 Barbara Burck, AHA Executive Vice President – (303) 696-4551
120

121 SUBMITTED BY:

122 Name: Market Development and Promotion Committee

123 Member Organization Committee Commission Board Region (check one)

124 Who voted: Members Board Delegates (check voting body)

125 Total Number Eligible to Vote: 7 Number of Yes votes: 7 Number of No votes: 0

126 How vote was taken: mail email phone meeting (check one) (Must have Quorum with majority of yes votes)

127 Where documentation of this vote is recorded: By Cynthia Richardson

128 Date vote taken: Aug. 17, 2004

129 Contact Person: Cynthia M Richardson (Has authority to amend, combine or withdraw)

130 Phone: (303) 652-1442 Email: cynrich213@aol.com Fax: (303) 652-1552

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