

**Arabian Horse Youth Association
Board of Directors Meeting
Approved Minutes
Denver, CO
March 16-17, 2013**

Introductions.

- Paige called the meeting to order. Katie seconded the motion to call the meeting at 8:35.
- Paige makes a motion to approve agenda. Katie seconded it.
- Becca makes a motion to approve minutes and Paige seconded it.
- Fiscal year ending. Used majority of 25,000 dollars for outreach and promotion. We now run an advertisement with Blaze magazine. Going to American Youth Council Symposium in Pennsylvania. Our budget is almost approved for fiscal year 2014. 12-13,000 dollars of roll-over. Financially stable. New promotional items a priority. We are looking to order promotional items.
- Unfinished business. Shawna will email every director about responsibilities in committee and director report. Trying to use less paper and be more environmentally sustainable.
- Social media has been on the backburner recently. We need to bulk up the AHYA facebook and we have recently created an instagram at arabianhorseyouth. We have an AHYA blog that is chaired by Tori Oto and Laura Killian is going to write an article on the challenges and paybacks of continuing to ride in college. All directors should focus on writing at least one blog post about reading and showing horses, about being a regional director, and about interesting youth information. Our goal is to have two blog posts a month and Tori will be following up on the blog. Every regional director will sign up for a topic to write about on the blog.
- Regional Updates:
 - Region 1: Sierra Empire horse show successful but judging clinic was rained out. Judging clinic at March horse show next weekend. Nicole is creating a TAIL program at the next horse show with local school kids explaining what it is like to show an Arabian. She is also joining with local military families.
 - Region 2: The judging team is sending eight kids to Youth Nationals and have created a practice competition. There is a Region 2 scholarship program funded by Katie Russell. We have a Youth of the Month Program. Flora is creating a summer program to show off horses to the local youth. They are setting up a booth at the regional show and are doing a judging seminar and two ice cream socials at the regional and another local show. Their facebook page has created over 50% of the likes on the page. We should look at a Youth of the Month program for AHYA that is published on the blog and the fb pages. We want more posts on the page by the Regional Directors so that we can connect the directors with the regions. We are going to work on developing a plan for the youth of the month.

Region 3: In touch with the local 4h through a tack sale. Local businesses are donating money as a percentage of tack sales. Military coming out with a rock climbing wall to regionals.

Region 4: No returned phone calls or email. New director needed?

Region 5: Region 5 youth meeting last weekend. 10 youth showed up. Mother's Day deadline. Region 5 tie-died tshirts for horse shows. It is Paige's last year on the board. Hold elections at Summer Daffodil Show.

Region 6: Too much snow for horse shows. Waiting on creating a youth email account for region 6. Fundraisers for the Young Rider World Endurance Camp. Trial in end of April. Posting picture of endurance riders trying to get them as involved as possible. AERC convention for endurance. Bring in more endurance people for diversity. Regional trivia page.

Region 7: Successful 2,250 horse Scottsdale Arabian Horse Show. Sold out on the final night of the horse show. 300 vendors. Youth meeting at Region 7 Championship Horse Show at Westworld. New indoor facility in Phoenix. Ride-a-Buck, egg and spoon and Paint a Pony at Region 7. Working on rose garlands and belt buckle sponsorships.

Region 8: New pre-show at the Region because of falling numbers. Bakes sale for Attention Homes. Tail program with local girl scout troops. Scavenger hunt and regional booths about education. Spread out over a large area. Facebook page and Eblast. Belt buckle and saddle bag classes for equitation classes. Try to circulate money in the region.

Potential AHYA giving back. Silent auction with proceeds going to charity of choice. Important to give back because it makes us seem more gracious. Food drive in the region. AHYA food drive at youth potentially.

AHYA Insider. Root for the Home Team is Youth National theme. Back to their roots and celebrate the uniqueness of their region and state. Take pride in their heritage. Regional pride. Flora suggested getting really good horses to interact with disabled children. Must be careful with liability. Potentially volunteer at a therapeutic riding facility. Some regionals sell bracelets for breast cancer research and winning barn gets a prize of pink roses. Everyone gets involved. Think Pink Day- people show with pink stuff. Youth national food drive at youth nationals or potentially a national charity organization. It is much easier to raise money for a cause that people agree on. Perhaps a percentage of youth activities go to community service. Do a service activity perhaps at Youth Nationals for the board.

Region 9: First youth meeting in January. Next meeting and elections at region 9 championship show. Hoping to sponsor new AHYA youth memberships from Ranch Good Days which is a home for troubled girls. The girls are abused Indian girls and want to join an AHYA club. They use Arabians for their therapy program. Learn to care for horses and participate on judging team. We will be selling t-shirt sponsorships for the region 9 youth qualifier t-shirts at the Region 9 show. They have collected 600 dollars so far. 50/50 raffle at the championship show. Adopting a charity and collect money from vendor sales for charity. Potentially a get-flocked pink flamingo

charity game at the show and donate the money to the Horseman's Distress Fund.

Region 10: Judging contest at Class A show in May. FFA and 4h participating. Youth roundup in May- all extra money goes to Youth programs. Pizza party. Different age divisions. Planning golf cart with local businesses.

Communicating with Harley for the golf cart. Think pink. Raised 14,000 dollars at the regional show. Harleem shake at the horse show. Get people out of the barns.

Region 11: Regional trail classes. Regional show participation. Chuck a duck contest. Buy more ducks for more money this year. Region 11 youth fb page. Tail program at regional show. Area for just youth. Geared to younger kids.

Region 12: No report. New director Emily Moore getting started.

Region 13: No shows yet this year. First meeting in April. Chuck a duck. Pizza party. Face painting for younger kids. Movie night at the horse show. Pay 50 dollars and make t-shirt sponsorship fundraiser. Youth garland fundraiser all together with adult board Yes program. Youth excellent scholarship. Brainstorm ideas for golf cart. Currently do not have a TAIL program but may begin to develop one soon.

Region 14: Have not heard from director. Big region with little youth participation.

Region 15: Region 15 facebook page continues to grow. Pig roast at one of the horse shows. First fundraiser for scholarship money. Full style buffet. Cover different shows with the vice-director. Chinese auction raised almost a thousand dollars. Pie toss with trainers also successgul. Over 2,000 dollars last year. Wants something to work for and achieve and not just ask for money. Youth party at several shows. Six-seat scholarship. Money for the high-point youth rider from "seats" and styles of ridings. Not sure how much each scholarship will be for. Wants to stop cliquiness.

Region 16: no Regional Report. Small youth program. Facebook page.

Region 17: Canadian Breeder's show. Win shots available the next day. We raised 400 dollars. 4 day clinic with Liz Bentley with charge for only three days in two places In Canada. Facilities donated. 1500 dollar scholarship. 100 dollar prizes for the AHA regional youth team, Silent auction, 50/50 auction, novelty costume. Almost lost garlands but did not. Now have trophies and garland again. Region 17 t-shirts have become popular.

Region 18: No youth program.

- T-shirt sponshorships due on June 15.
- Committees!

Working committee: Actually achieve something for the year. Setting goals and achieving them is necessary.

Delegates for convention. Begin finding delegates.

Youth Nationals: Working together to focus on promotion of simple but fun activities. Flying Pigs Fundraiser- 1 year or 2 year? Dunk tank not very popular. Potentially the flocked activity would raise a lot of money. Quiz Bowl. Promote them in the Daily Reports and Schedule. Follow through on

Youth Nationals convention meeting. Consignment sale is coming back at Youth Nationals and Shawna will be at Youth Nationals all year. Notify FFA and 4h for the public. Not many horse enthusiasts in Albuquerque. Text alerts for help at Youth Nationals. All need to get each others phone numbers.

Regional/National Classes: Potentially pony classes for smaller horses, especially half-arabs. All ages and even better for childrens and beginners. Open up sales of smaller horses. Can combine half-arabs and purebreds. First with Hunter and Western and see how much participation. Walk-trot poles. Would be popular. So cute. Good for equitation riders.

Equitation and Showmanship: Walk trot for adults. YNL asking for test in hunter equitation walk/trot. Perhaps for western and saddleseat as well. Extended jog added? Placing dressage seat into equitation section. Country English pleasure walk/trot may not be asked to back on rail only in line. Adult showmanship and equitation. Hard to show in both pleasure and equitation because of different judges. Balanced judging panel.

Membership Fundraising: Involved in IEA Arabians in their shows. More kids taking lessons becoming AHA members. PR plan around other breeds. Reaching out to 4-H group.

Nominating: If you have a position you want to run for on the executive panel you should start your campaign.

Public Relations: Need facts and pictures for the fb page. Social media. Show pictures and barn pictures. Word out about youth national activities.

Working Western: Working on western exhibition classes and clinics. Freestyle reining at Scottsdale was very successful. Very popular at Youth Nationals.

Sport Horse: Never heard from Sport Horse Chair on adult board. No pictures, excitement or trophies in Sport Horse arena. Splitting classes by age is important. Judging is an issue. Dressage judge and hunter judge. Regional and national classes growing.

Youth Nationals: Judging contest moving from Wednesday. APAHA clinics with Liz Bentley and Rick Nab. Convention has same schedule. USEF gave us 1500 dollars for convention. On Saturday exhibitor welcome party. Sunday Parade of Regions. Stall decorating contest on Sunday through Tuesday. Stick horse on Monday. Poker run is not going to be continued. Wednesday-Ice Cream Social. Judging contest maybe. Thursday-hippology contest. Dog Costume Contest. Dog Races. Flying Pigs. Trader Joe's for a corporate partner potentially. Outside food brought in for events. Road apple rumble perhaps at youth nationals. Two nights flying pigs maybe. Scavenger hunt? Local restaurants give 10% to AHYA. Live band at exhibitor welcome party. Tail program with local girl scouts potentially. Plan for equestrian badge program. Girl Scout weekend at US Nationals. AHA and AHYA badges. We need guides and ambassadors for the breed. Locals look at the horses but do not give much attention. We need structured outreach programs. No wild children. Military day from military base at Youth Nationals. Tail program at Youth Nationals. Flocking for breast cancer charity. Think pink day tied

perhaps. Maybe raise money for children's charity network. We brought the ideas of Make-a-Wish, St. Jude's and Ronald McDonald.

Katie makes a motion to support Make-A-Wish Foundation to make a wish come true. Paige seconds this motion. This will be a large-scale event that reoccurs and AHYA makes a decision to sponsor a charitable organization every year at the Youth Nationals Horse Show.

Lanyards? In black. We are getting discounts because of a large order size. Keychains are also a good option.

Qualifer t-shirts- get sponsorship

Flying Pigs most definitely.

Consignment Sale: new adaptation. Good money maker and community involver. We need lots of volunteers.

Dunk Tank: Extensive discussion about dunk tank. Some wanted water fight, some wanted kid's dunk tank or AHYA dunk tank. Executive board doesn't want dunk tank because unpopular. Water is difficult because of its irreversibility. Mechanical bull. Dunk tank eliminated.

Mechanical Bull: Fairgrounds or CVB would rent the bull. 600 dollars for a rental. Find contact at fairgrounds. Local contact at the Expo.

Sponsorships: Youth sponsorship opportunities on the website. Listed out of all options.

Flag Riders: We need Canadian flag and US flag. Did not have it last year. Maybe not enough riders. Will not happen again. Try to find flag riders. (Hannah for costume).

Anthems: Try to find someone.

Convention: Recruiting Ideas. Many people sign up and then do not come. Last minute changes. Must make quorum. Put delegate call up on fb. Mail a letter about youth delegation. United States Pony Club annual meeting. Organization for the youth. Science fair. Education hall- much more education based. Accountability phone calls. Conference calls link together all board members.

AHYC Symposium: In April in Hartford Connecticut. Tori and Camille attending. Bring promotional items. Leaders in horse industry who work directly with youth. Social media for the event. Youtube and Facebook.

Canadian Nationals: More youth activities. Not too big of a show but does not have any activities or shopping. Create an ad hoc committee to work on the youth activities for Canadian nationals. Difficult to go to Youth Nationals and Canadian Nationals with EHV 1. Youth needs to be supported in Canada. TAIL program?

Moved to create an ad hoc committee to work on the youth situation in Canada especially Canadian Nationals. Sydney was nominated as committee chair. Katie, Alison and Holly and Paige want to be on committee.

USEF Letter to Affiliate Programs: Laura Killian idea to writing back to USEF. Supporting non-showing members. Support lower level Arabian owners. Make Arabian horses seem less crazy. Scholarship or incentive program for people who show Arabians in 4-h and Pony Club horse shows.

Show versatility of the Arabians. More interbreed outreach. Horse-lovers unite! Interconnection. Encourage the public to see horseback riding as a sport. USEF as a facilitator. Fix misconceptions. Open classes may help bring Arabians to connect with other breeds. Scholarships necessary. 4-H and FFA is strongly involved.

Membership: Hosting TAIL programs. Invite public to events in a structured way. Shawna will send resources to all board members. Spruce Meadows- an international all-breed show. Battle of the Breeds. Some of the highest prize money in the world for jumpers. Reach out to the endurance members. Sport horse, Canada and endurance needs to be reached out to. **Endurance Youth Committee:** McCabe nominated for committee chair. Hannah, Camille and Tori nominated for committees. We are going to set up a closed facebook page for the AHYA board.

MAH: Younger demographic target. More personal stories and puzzles and color. Less words. Female-dominated industry. Dude of the Month feature. Target male Arabian horse readers. Potentially demeaning. Perhaps a division of the month. Connect with blog potentially linking a Youth of the Issue feature with a facebook page and a blog feature. Include embarrassing stories. Funny pictures. Mascot or character in magazine. Creative contest idea. Cartoon personifying horse. AHYA comic strip. Calendar. Goal for MAH issue 3.

CC/RYYT: Table awards discussion. Promote both programs through social media especially through facebook and instagram. Youth created logos and such.

Magnet Fundraiser: Lower the price maybe? Currently 30 dollars. Market price is 10 dollars. Sell for 15 dollars. Give 5 dollars for make a wish.

Scholarship Programs: Scholarship fund seed for an AHYA board member for 1000 or 1500 dollars. More opportunities for higher education for members. What character traits do you want to reward. Volunteerism and how well you are representing our breed. Would incentivize youth to be involved on the board of directors. Discussed application or peer review process for application and planning. Discussion over how to choose a youth winner and multiple or single scholarships. Discussion of the markers of success, how to choose, and how to incorporate extracurricular and peer review process.

Katie made a motion to adjourn the meeting at 4:31. Paige seconded it.