



## May 15-16, 2009 Agenda Board of Directors Meeting Aurora, Colorado

### **Vision Statement**

Arabian Horse Association exists for growth in the number of people having a passion to own and enjoy the Arabian, Half-Arabian and Anglo-Arabian horse.

### **Mission Statement**

To promote:

- growth in the interest in, and demand for the Arabian, Half-Arabian and Anglo-Arabian horse;
- preservation of the integrity of the breed;
- increased participation in activities involving the Arabian, Half-Arabian and Anglo-Arabian horse;
- recognition by the equine industry and general public about the value and attributes of the Arabian, Half-Arabian and Anglo-Arabian horse; and
- ensure services and benefits that are valuable and convenient for the AHA members.

### **Business Deployment Plan**

#### **1. Breed Growth**

- 1) Increase market share
- 2) Increase membership
- 3) Increase registration
- 4) Increase breed growth via increased member participation

#### **2. Communications**

- 1) Continue to enhance communication mediums and improve upon communication network
- 2) Regular communication for President and Youth President to membership
- 3) Create an integrated public relations strategy to support AHA
- 4) Effectively utilize membership recruitment tools

#### **3. Financial Stability**

- 1) Identify and improve financial performance metrics and benchmarks
- 2) Enhance revenues
- 3) Review Resolution 5-90

#### **4. Organization Efficiency**

- 1) Set and maintain adequate standards of governance, accountability and transparency
- 2) Move towards a paperless organization
- 3) Improve efficiency and productivity at national events
- 4) Data collection and data-mining – identify customer base, analyze data for March 2008 Board meeting
- 5) Develop metrics for evaluation of the EVP







## May 15-16, 2009 Agenda Board of Directors Meeting Aurora, Colorado

<i>Executive Committee Meeting</i>	<i>Thursday, May 14</i>	<i>9:00 a.m. to 5:00 p.m.</i>	<i>3<sup>rd</sup> Floor President's Office</i>
<i>Competitions Advisory Meeting</i>	<i>Thursday, May 14</i>	<i>1:00 p.m. to 5:00 p.m.</i>	<i>2<sup>nd</sup> Floor Conf Room</i>
<i>Board Meeting</i>	<i>Friday, May 15</i>	<i>8:00 a.m. to 12:00 p.m.</i>	<i>1<sup>st</sup> Floor Board Room</i>
<i>Board Lunch</i>	<i>Friday, May 15</i>	<i>12:00 p.m. to 1:00 p.m.</i>	<i>3<sup>rd</sup> Floor Open Area</i>
<i>Internal Audit Committee Meeting</i>	<i>Friday, May 15</i>	<i>12:00 p.m. to 1:00 p.m.</i>	<i>3<sup>rd</sup> Floor Conf Room</i>
<i>Board Meeting</i>	<i>Friday, May 15</i>	<i>1:00 p.m. to 5:00 p.m.</i>	<i>1<sup>st</sup> Floor Board Room</i>
<i>Board/Staff Cocktail Party</i>	<i>Friday, May 15</i>	<i>5:00 p.m. to 6:00 p.m.</i>	<i>3<sup>rd</sup> Floor Open Area</i>
<i>Board Dinner</i>	<i>Friday, May 15</i>	<i>6:30 p.m. to ?</i>	<i>Citron Bistro</i>
<i>Board Meeting</i>	<i>Saturday, May 16</i>	<i>9:00 a.m. to 12:00 p.m.</i>	<i>1<sup>st</sup> Floor Board Room</i>
<i>Board Lunch</i>	<i>Saturday, May 16</i>	<i>12:00 p.m. to 1:30 p.m.</i>	<i>3<sup>rd</sup> Floor Open Area</i>
<i>Board Meeting</i>	<i>Saturday, May 16</i>	<i>1:00 p.m. to 5:00 p.m.</i>	<i>1<sup>st</sup> Floor Board Room</i>
<i>MDP Meeting</i>	<i>Saturday, May 16</i>	<i>4:00 p.m. to 6:00 p.m.</i>	<i>3<sup>rd</sup> Floor Conf Room</i>
<i>MDP Meeting</i>	<i>Sunday, May 17</i>	<i>8:00 a.m. to 5:00 p.m.</i>	<i>3<sup>rd</sup> Floor Conf Room</i>

*Lunch will be served on the 3<sup>rd</sup> Floor at noon each day.*

### Friday, May 15, 2009

<u>Time</u>	<u>Agenda Item</u>
8:00 a.m. – 8:05 a.m.	1. Call to order (Roll Call)
8:05 a.m. – 8:10 a.m.	2. Approval of Agenda 
8:10 a.m. – 8:40 a.m.	3. President's Comments
8:40 a.m. – 8:45 a.m.	4. Consent Board Items   A. Committee Reports
8:45 a.m. – 8:55 a.m.	5. Executive Committee Meeting – Jan Decker/Lance Walkers  A. Review of May 14, 2009 Executive Committee Meeting

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## May 15-16, 2009 Agenda Board of Directors Meeting Aurora, Colorado

### Friday, May 15, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
8:55 a.m. – 9:05 a.m.	6. Submit Board Minutes to Official Books – Jan Decker A. March 6-7, 2009 Meeting B. March 11, 2009 E-Mail Vote
9:05 a.m. – 10:00 a.m.	7. Treasurer's Report – Frank Galovic A. Review March 2009 Unaudited Financial Statements B. Collection Notice Fee C. Yearly Review of Fees D. Report on Resolution to Increase Membership Dues
10:00 a.m. – 10:15 a.m.	Morning Break
10:15 a.m. – 10:20 a.m.	8. Judges & Stewards Commissioner Report – George Johnson
10:20 a.m. – 11:00 a.m.	9. EVP Report/AHA Department Updates – Glenn Petty/Sr. Management A. Executive – Glenn Petty B. Accounting – Jon Barnickel C. Customer Service – Debbie Fuentes D. IT – Molly Gunning 1. HRS Update 2. Web Re-design Proposal E. Marketing – Dan Lawrence F. National Events – Dauane Elkins G. Office Services – Jackie Cuin
11:00 a.m. – 11:15 a.m.	10. Organizational Efficiency Task Force – Jan Decker
11:15 a.m. – 11:30 a.m.	11. January 2010 Board Meeting Dates – Deborah Johnson
11:30 a.m. – 11:40 a.m.	12. AHA National Distance Commission – Cory Soltau
11:40 a.m. – 11:50 a.m.	13. Arabian Breeders Sweepstakes Report – Myron Krause
11:50 a.m. – 12:00 p.m.	14. Canadian National Show Commission – Allan Ehrlick

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## May 15-16, 2009 Agenda Board of Directors Meeting Aurora, Colorado

### Friday, May 15, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
12:00 p.m. – 1:00 p.m.	Lunch Break
1:00 p.m. – 3:00 p.m.	15. Governance Status – Dale Harvill/Lance Walters (Documents e-mailed prior to meeting.)
3:00 p.m. – 3:15 p.m.	Afternoon Break
3:15 p.m. – 3:30 p.m.	16. Distance Riding Committee – Mollie Krumlaw-Smith   A. Add Trail Riding Alberta Conference to Approved List B. Recreational Trail Riding – Glenn Petty
3:30 p.m. – 3:45 p.m.	17. AHA Licensing Agreement – Mollie Krumlaw-Smith
3:45 p.m. – 3:55 p.m.	18. AHA/USEF Task Force – Jan Decker 
3:55 p.m. – 4:10 p.m.	19. National Event Operational Procedures (NEOP) Committee – Allan Ehrlick   A. Revise NEOPS Manual
4:10 p.m. – 4:20 p.m.	20. Sport Horse National Show Commission – Allan Ehrlick
4:20 p.m. – 4:30 p.m.	21. U.S. National Show Commission – Myron Krause
4:30 p.m. – 5:00 p.m.	22. Points Monitoring Committee – Pam Kittredge   A. Qualification Points
5:00 p.m. – 6:00 p.m.	Board/Staff Cocktail Party – 3 <sup>rd</sup> Floor Open Area
6:30 p.m. – ?	Dinner at: Citron Bistro 3535 s. Yosemite, Denver, CO 80237 (303) 771-5800 <a href="http://www.citronbistro.com">www.citronbistro.com</a>

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## May 15-16, 2009 Agenda Board of Directors Meeting Aurora, Colorado

### Saturday, May 16, 2009

<u>Time</u>	<u>Agenda Item</u>
9:00 a.m. – 10:00 a.m.	23. Discussion – Closed Session – Lance Walters/Glenn Petty A. Candid Discussions of Where the Association Stands on Certain Issues
10:00 a.m. – 10:15 a.m.	Morning Break
10:00 a.m. – 10:15 a.m.	24. Annual Convention Planning Committee – Mary Ann Hughes ☒
10:15 a.m. – 10:30 a.m.	25. Competition Advisory Committee – Dave Waggoner ☒ A. Show Stats
10:30 a.m. – 10:45 a.m.	26. Internal Audit Committee – Dave Waggoner 📌 ☒ A. President's Expenses
10:45 a.m. – 10:55 a.m.	27. Legal Review Committee Update – Myron Krause
10:55 a.m. – 11:10 a.m.	28. Market Development & Promotion Committee – Dan Stevenson ☒
11:10 a.m. – 11:20 a.m.	29. Purebred Arabian Trust (PAT) Update – Mollie Krumlaw
11:20 a.m. – 11:30 a.m.	30. Racing Commission Report – Terry Andreasen
11:30 a.m. – 11:40 a.m.	31. Registration Commission – Cory Soltau ☒
11:40 a.m. – 11:50 a.m.	32. Youth National Show Commission – Deborah Johnson
11:50 a.m. – 12:00 p.m.	33. Arabian Horse Foundation Report – Larry Kinneer
12:00 p.m. – 1:00 p.m.	Lunch Break

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**May 15-16, 2009 Agenda  
Board of Directors Meeting  
Aurora, Colorado**

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**Saturday, May 16, 2009, Continued**

<u>Time</u>	<u>Agenda Item</u>
1:00 p.m. – 2:30 p.m.	34. Discussion – AHA Self Assessment – Frank Galovic A. Gather Metrics and Trends
2:30 p.m. – 2:45 p.m.	Afternoon Break
2:45 p.m. – 4:00 p.m.	35. Strategic Planning Ad Hoc Committee –Terry Andreasen/Frank Galovic  A. BDP – Goals & Measurement of Line Items Plan
	36. Adjournment

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