



November 18, 2009 Board Agenda Silver Legacy Resort Casino Reno, Nevada

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



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<i>Executive Committee Meeting</i>	<i>Tuesday, November 17</i>	<i>9:00 a.m. to 5:00 p.m.</i>	<i>Presidential Penthouse #3803</i>
<i>Agenda & Resolutions/Competitions Advisory Meeting</i>	<i>Tuesday, November 17</i>	<i>10:00 a.m. to 4:00 p.m.</i>	<i>Silver Baron C</i>
<i>Executive Committee Lunch</i>	<i>Tuesday, November 17</i>	<i>12:00 p.m. to 1:00 p.m.</i>	<i>Silver Baron Boardroom</i>
<i>Board/Director Elects/Staff/Guests Cocktail Party</i>	<i>Tuesday, November 17</i>	<i>6:00 p.m. to 8:00 p.m.</i>	<i>Presidential Penthouse #3803</i>
<i>Board Continental Breakfast</i>	<i>Wednesday, November 18</i>	<i>7:00 a.m. to 8:00 a.m.</i>	<i>Silver Baron A</i>
<i>Board Meeting</i>	<i>Wednesday, November 18</i>	<i>8:00 a.m. to 12:00 p.m.</i>	<i>Silver Baron A</i>
<i>Board/Director Elects Lunch</i>	<i>Wednesday, November 18</i>	<i>12:00 p.m. to 1:00 p.m.</i>	<i>Silver Baron 2 & 3</i>
<i>Board Meeting</i>	<i>Wednesday, November 18</i>	<i>1:00 p.m. to 5:00 p.m.</i>	<i>Silver Baron A</i>
<i>Board Continental Breakfast</i>	<i>Sunday, November 22</i>	<i>7:00 a.m. to 8:00 a.m.</i>	<i>Silver Baron A</i>
<i>Board Meeting</i>	<i>Sunday, November 22</i>	<i>8:00 a.m. to 9:30 a.m.</i>	<i>Silver Baron A</i>

Wednesday, November 18, 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. – 8:25 a.m.	3. President's Comments
8:25 a.m. – 8:30 a.m.	4. Consent Board Items
	A. Committee Reports
8:30 a.m. – 8:35 a.m.	5. Executive Committee Meeting – Jan Decker
	A. October 6, 2009 Conference Call
	B. November 17, 2009 Meeting
	1. Announce AHA's USEF BOD Selection

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November 18, 2009 Board Agenda Silver Legacy Resort Casino Reno, Nevada

Wednesday, November 18, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
8:35 a.m. – 8:55 a.m.	6. Submit Board Minutes to Official Books – Jan Decker   <ul style="list-style-type: none">A. August 7-8, 2009 MeetingB. August 24, 2009 Request for NominationsC. August 25, 2009 E-Mail CommunicationD. August 26, 2009 VoteE. August 28, 2009 Vote
8:55 a.m. – 9:15 a.m.	7. Treasurer's Report – Frank Galovic    <ul style="list-style-type: none">A. Approve March 2009 Audited Financial StatementsB. Review September 2009 Unaudited Financial StatementsC. Budget Variance Considerations 
9:15 a.m. – 10:05 a.m.	8. Executive Vice President Report – Glenn Petty  <ul style="list-style-type: none">A. Executive – Glenn PettyB. Accounting – Brad ShortC. Customer Service – Debbie FuentesD. IT – Molly GunningE. Marketing – Dan LawrenceF. National Events – Dauane Elkins
10:05 a.m. – 10:35 a.m.	Morning Break (includes credentialing)
10:35 a.m. – 10:50 a.m.	9. Judges & Stewards Commissioner Report – Stan Morey 
10:50 a.m. – 10:55 a.m.	10. Standing Rules of the AHA Annual Convention – Joe Hull 
10:55 a.m. – 11:00 a.m.	11. Extraordinary Resolutions – Joe Hull
11:00 a.m. – 11:10 a.m.	12. Convention Information & Announcements – Kate Cooper 

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November 18, 2009 Board Agenda Silver Legacy Resort Casino Reno, Nevada

Wednesday, November 18, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
11:10 a.m. – 11:20 a.m.	13. Nominations (Convention Elected)   <ul style="list-style-type: none">A. Commissioner's Review PanelB. Ethical Practice Review BoardC. Judges & Stewards Selection CommitteeD. Nominating CommitteeE. Probable Cause Panel
11:20 a.m. – 11:35 a.m.	14. Nominations (Board Elected)   <ul style="list-style-type: none">A. AHA Futurity CommissionB. AHA National Distance CommissionC. Arabian Breeders Sweepstakes CommissionD. Canadian National Show CommissionE. Education/Evaluation CommissionF. Internal Audit CommitteeG. Market Development & Promotion Committee – Half/Anglo RepH. Registration Commission – AHA RepI. Sport Horse National Show CommissionJ. U.S. National Show Commission (5 or 6 members?)K. Youth National Show Commission (5 or 6 members?)
11:35 a.m. – 11:45 a.m.	15. Voting & Ballot Collection for Board Elected Committees  
11:45 a.m. – 11:50 a.m.	16. Regional Show Dates 
11:50 a.m. – 12:00 p.m.	17. 2010 Board Meeting Dates  
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 1:15 p.m.	18. Market Development & Promotion Committee – Dan Stevenson

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Wednesday, November 18, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
1:15 p.m. – 1:25 p.m.	19. Arabian Breeders Sweepstakes Report – Grace Greenlee/Myron Krause
1:25 p.m. – 1:45 p.m.	20. Sweepstakes Trustees Meeting    A. Approve August 8, 2009 Minutes B. Jim Hitt Proposal 
1:45 p.m. – 1:55 p.m.	21. Arabian Horse Foundation Report – Larry Kinneer   A. Ratify Re-appointment of Foundation Members
1:55 p.m. – 2:05 p.m.	22. AHA National Distance Commission – Cory Soltau   A. Approve 2010 Distance National Dates
2:05 p.m. – 2:15 p.m.	23. AHA Futurity Commission – Mary Jane Brown/Jim Hitt   A. Increase Reining Futurity Fees
2:15 p.m. – 2:30 p.m.	24. WFP Discussion – Lance Walters/Myron Krause
2:30 p.m. – 2:35 p.m.	25. Canadian National Show Commission – Gerald McDonald/Allan Ehrlick
2:35 p.m. – 2:45 p.m.	26. Competition Advisory Committee – Dave Waggoner    A. Approve 2010 Handbook B. Reconsider Motion # 13-8/8/09-BOD – Deborah Johnson
2:45 p.m. – 2:50 p.m.	27. Purebred Arabian Trust (PAT) Update – Mollie Krumlaw-Smith
2:50 p.m. – 2:55 p.m.	28. Racing Commission – Terry Andreasen
2:55 p.m. – 3:00 p.m.	29. Registration Commission – Cynthia Richardson/Cory Soltau
3:00 p.m. – 3:15 p.m.	Afternoon Break

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**November 18, 2009 Board Agenda
Silver Legacy Resort Casino
Reno, Nevada**

Wednesday, November 18, 2009, Continued

<u>Time</u>	<u>Agenda Item</u>
3:15 p.m. – 3:25 p.m.	30. Request for Regional Boundary Study – Cecile Hetzel Dunn
3:25 p.m. – 3:40 p.m.	31. Points Monitoring Committee – Cindy Clinton ☒ A. Regional Qualification Venue
3:40 p.m. – 3:45 p.m.	32. Sport Horse National Show Commission – Bill Pennington/Allan Ehrlick
3:45 p.m. – 3:50 p.m.	33. U.S. National Show Commission – Bill Hughes/Myron Krause
3:50 p.m. – 3:55 p.m.	34. Youth National Show Commission – Mickey Hegg/Deborah Johnson ☒
3:55 p.m. – 4:25 p.m.	35. Resolution Review 📝 ☒ A. 1-09 B. 3-09 C. 4-09 D. 5-09 E. 15-09 F. 16-09 G. Board Selected Resolutions to Review
4:25 p.m. – 4:30 p.m.	36. Announce Winners of Board Elected Committees
	37. Adjournment

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