



January 29-30, 2010 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






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|--|------------------------------|---------------------------------|--|
| <i>J & S Selection Committee Meeting</i> | <i>Wednesday, January 27</i> | <i>8:00 a.m. to 5:00 p.m.</i> | <i>3rd Floor Conference Room</i> |
| <i>J & S Selection Committee Meeting</i> | <i>Thursday, January 28</i> | <i>8:00 a.m. to 2:00 p.m.</i> | <i>3rd Floor Conference Room</i> |
| <i>Executive Committee Meeting</i> | <i>Thursday, January 28</i> | <i>9:00 a.m. to 5:00 p.m.</i> | <i>3rd Floor President's Office</i> |
| <i>Competitions Advisory Meeting</i> | <i>Thursday, January 28</i> | <i>1:00 p.m. to 5:00 p.m.</i> | <i>2nd Floor Conf Room</i> |
| <i>Board Meeting</i> | <i>Friday, January 29</i> | <i>8:00 a.m. to 11:30 a.m.</i> | <i>1st Floor Board Room</i> |
| <i>Board Group Photo</i> | <i>Friday, January 29</i> | <i>11:30 a.m. to 12:00 p.m.</i> | <i>Outside (weather permitting)</i> |
| <i>Board Lunch</i> | <i>Friday, January 29</i> | <i>12:00 p.m. to 1:00 p.m.</i> | <i>3rd Floor Open Area</i> |
| <i>Internal Audit Committee Meeting</i> | <i>Friday, January 29</i> | <i>12:00 p.m. to 1:00 p.m.</i> | <i>3rd Floor Conf Room</i> |
| <i>Board Meeting</i> | <i>Friday, January 29</i> | <i>1:00 p.m. to 5:00 p.m.</i> | <i>1st Floor Board Room</i> |
| <i>Board/Staff Cocktail Party</i> | <i>Friday, January 29</i> | <i>5:00 p.m. to 6:00 p.m.</i> | <i>3rd Floor Open Area</i> |
| <i>Board Dinner</i> | <i>Friday, January 29</i> | <i>6:30 p.m. to ?</i> | <i>Citron Bistro</i> |
| <i>Board Meeting</i> | <i>Saturday, January 30</i> | <i>9:00 a.m. to 12:00 p.m.</i> | <i>1st Floor Board Room</i> |
| <i>Board Lunch</i> | <i>Saturday, January 30</i> | <i>12:00 p.m. to 1:00 p.m.</i> | <i>3rd Floor Open Area</i> |
| <i>Board Meeting</i> | <i>Saturday, January 30</i> | <i>1:00 p.m. to 4:00 p.m.</i> | <i>1st Floor Board Room</i> |
| <i>Sweepstakes Commission Meeting</i> | <i>Saturday, January 30</i> | <i>4:00 p.m. to 6:00 p.m.</i> | <i>2nd Floor Conference Room</i> |
| <i>MDP Meeting</i> | <i>Sunday, January 31</i> | <i>8:00 a.m. to 3:00 p.m.</i> | <i>3rd Floor Conference Room</i> |
| <i>Sweepstakes Commission Meeting</i> | <i>Sunday, January 31</i> | <i>8:00 a.m. to 5:00 p.m.</i> | <i>2nd Floor Conference Room</i> |

Lunch will be served on the 3rd Floor at noon each day.

Friday, January 29, 2010

| <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 |

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

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January 29-30, 2010 Agenda Board of Directors Meeting Aurora, Colorado

Friday, January 29, 2010, Continued

| <u>Time</u> | <u>Agenda Item</u> |
|-------------------------|--|
| 8:45 a.m. – 8:55 a.m. | 5. Executive Committee Meeting – Jan Decker/Lance Walkers  A. Review of January 28, 2010 Executive Committee Meeting |
| 8:55 a.m. – 9:05 a.m. | 6. Submit Board Minutes to Official Books – Jan Decker   A. November 18, 2009 Meeting B. November 22, 2009 Meeting |
| 9:05 a.m. – 10:00 a.m. | 7. Treasurer's Report – Dave Corning   A. Approve March 2009 Audited Financial Statements B. Review December 2009 Unaudited Financial Statements C. Yearly Review of Fees D. Discussion of Board Restricted Funds – Lance Walters/Dale Harvill/Dave Corning |
| 10:00 a.m. – 10:15 a.m. | Morning Break |
| 10:15 a.m. – 10:20 a.m. | 8. Judges & Stewards Commissioner Report – Stan Morey  |
| 10:20 a.m. – 11:30 a.m. | 9. EVP Report/AHA Department Updates – Glenn Petty/Sr. Management  A. Executive – Glenn Petty B. Accounting – Brad Short C. Customer Service – Debbie Fuentes D. IT – Molly Gunning E. Marketing – Dan Lawrence F. Competition/National Events – Leslie Lockard G. Office Services – Jackie Cuin |
| 11:30 a.m. – 12:00 p.m. | Group Photo |
| 12:00 p.m. – 1:00 p.m. | Lunch Break |
| 1:00 p.m. – 3:00 p.m. | 10. Approval of FY 2011 Budget – Dave Corning/Gerald McDonald   |
| 3:00 p.m. – 3:15 p.m. | Afternoon Break |

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January 29-30, 2010 Agenda Board of Directors Meeting Aurora, Colorado

Friday, January 29, 2010, Continued

| <u>Time</u> | <u>Agenda Item</u> |
|-----------------------|--|
| 3:15 p.m. – 3:35 p.m. | 11. AHA Futurity Commission – Steve Freeman A. New 2-Year Old Futurity Prize Money Program Discussion – Lance Walters |
| 3:35 p.m. – 3:40 p.m. | 12. AHA National Distance Commission – Cory Soltau  |
| 3:40 p.m. – 3:45 p.m. | 13. Annual Convention Planning Committee – George Attwood  |
| 3:45 p.m. – 4:00 p.m. | 14. Awards Committee – Gary Hooghkirk   A. Ambassador Award – Athena++++// B. Ambassador Award – Gilet+/ C. Ambassador Award – TH Barbarian+ D. Ambassador Award – TS Black Tie Affair E. Ambassador Award Duplicate Awards |
| 4:00 p.m. – 4:05 p.m. | 15. Canadian National Show Commission – Gerald McDonald |
| 4:05 p.m. – 4:15 p.m. | 16. Dressage Committee – Cathy Gage/Peggy Weems   A. AHA USDF All-Breed Awards Program Deadline |
| 4:15 p.m. – 4:30 p.m. | 17. Hunter/Jumper Committee – Allan Ehrlick   A. Add Gambler's Choice Jumper Class to Standard List B. Remove Qualifications for Green Working Hunters C. Remove Qualifications for Jumpers |
| 4:30 p.m. – 5:00 p.m. | 18. Organizational Efficiency Task Force – Jan Decker  A. Board E-Mail Addresses and Training Presentation – Nancy Harvey/ Molly Gunning B. Committee Forum Training Session |
| 5:00 p.m. – 6:00 p.m. | Board/Staff Cocktail Party – 3 rd Floor Open Area |

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Friday, January 29, 2010, Continued

| <u>Time</u> | <u>Agenda Item</u> |
|---------------|---|
| 6:30 p.m. – ? | Board Dinner Citron Bistro 3535 S. Yosemite Denver, CO 80237 (303) 771-5800 |

Saturday, January 30, 2010

| <u>Time</u> | <u>Agenda Item</u> |
|-------------------------|--|
| 9:00 a.m. – 9:05 a.m. | 19. Legal Review Committee Update – Dale Harvill |
| 9:05 a.m. – 9:10 a.m. | 20. Purebred Arabian Trust (PAT) Update – Sue Meyer |
| 9:10 a.m. – 9:15 a.m. | 21. Racing Commission Report – Hamp Johnston |
| 9:15 a.m. – 9:20 a.m. | 22. Registration Commission – Cynthia Richardson/Lollie Ames  |
| 9:20 a.m. – 9:30 a.m. | 23. Sport Horse Committee – Cathy Gage   A. Add Sport Horse Classes to Standard Class List |
| 9:30 a.m. – 9:35 a.m. | 24. Sport Horse National Show Commission – Cathy Gage |
| 9:35 a.m. – 9:40 a.m. | 25. U.S. National Show Commission – Myron Krause |
| 9:40 a.m. – 10:00 a.m. | 26. Competition Advisory Committee – Terry Johnson   A. Sport Horse In Hand Classes – Gary Hooghkirk (Discussion Only) |
| 10:00 a.m. – 10:15 a.m. | Morning Break |
| 10:15 a.m. – 10:30 a.m. | 27. Internal Audit Committee – Nancy Harvey  A. President's Expenses B. Appointing Audit Firm |

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Saturday, January 30, 2010, Continued

| <u>Time</u> | <u>Agenda Item</u> |
|-------------------------|---|
| 10:30 a.m. – 10:45 a.m. | 28. Market Development & Promotion Committee – Dan Stevenson |
| 10:45 a.m. – 10:55 a.m. | 29. Membership Committee – Cathy Gage |
| 10:55 a.m. – 11:15 a.m. | 30. New Club Approval <ul style="list-style-type: none">A. AHA of Nebraska – Cecile Hetzel DunnB. Arabian Horse Society of South Dakota Inc. – Cecile Hetzel DunnC. AHA of Indiana – Cathy Gage |
| 11:15 a.m. – 11:40 a.m. | 31. Points Monitoring Committee – Myron Krause <ul style="list-style-type: none">A. Qualifying Points for National Select ClassesB. Regional Qualification Venue – Terry Johnson |
| 11:40 a.m. – 11:50 a.m. | 32. Recreational Riding Task Force Report – Dave Daugherty |
| 11:50 a.m. – 12:00 p.m. | 33. Youth National Show Commission – Lollie Ames |
| 12:00 p.m. – 1:00 p.m. | Lunch Break |
| 1:00 p.m. – 1:30 p.m. | 34. Arabian Breeders Sweepstakes Report – Grace Greenlee <ul style="list-style-type: none">A. Sweepstakes Prize Money Program – Lance Walters |
| 1:30 p.m. – 2:30 p.m. | 35. Sweepstakes Trustees Meeting |
| 2:30 p.m. – 2:45 p.m. | Afternoon Break |
| 2:45 p.m. – 4:00 p.m. | 36. Unfinished Business |
| | 37. Adjournment |

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