

The second meeting of the ASAV BOD for 2010 was called to order by President Kilian Dill at 4:25 pm EST. The meeting was held at the farm of Darlene Steven in conjunction with the special event Judging Clinic during the WEG in Louisville, KY.

In attendance were President Kilian Dill, Vice President Valerie Bullock, International Liaison Denis Atam, Registrar and at large BOD member Daunna Sellers, Treasurer and at large BOD member Darlene Steven, and Region1 BOD member Donna Coss.

The first matter of discussion was the amount of promotional money spent in 2009-10 with AERC. The promotional sponsorship was \$500.00 paid for by donations of \$100.00 from Kilian, Daunna and Darlene. The balance of \$200.00 was from ASAV. It was decided that ASAV would support some promotion through AERC in 2011 but not a "Silver" sponsorship as in 2009.

The matter of "cash and in-kind" donations was discussed. In order to understand the real cost of activities and promotion and how to budget those ideas, it is necessary to know how much money is donated to support these activities in addition to the amount that ASAV pays out. It was decided that at the end of each activity, a report would be filed by each person who donated money/time/in-kind donations and sent to Darlene, so that an accurate figure of the cost of the project could be accessed for future projects.

### **Treasurer's Report**

Currently there is \$2,376.00 in the checking account and approximately \$3000. in the savings account.

### **Registration Report**

There are 124 purebred Shagyas, 26 Sportlo, 15 appendix mares and 13 Anglo Shagya Donna Sellers brought up a problem with a member concerning the details of a paid for registration but not fully documented mare. Daunna and Donna will finalize the details and the mare will be accepted with approval from the Breeding Committee. It was decided that the information in the actual registration files will be updated via computer quarterly, from Daunna Sellers to Denis Atam allowing the information to be kept in 2 places for the safety of these documents.

### **Membership Report**

We currently have 50 current members which also include Life Time members. It was decided that if a member does not renew or passes away, their number will be retired.

It was decided that the 2011 membership dues would be \$40.00. A \$15.00 hike over the previous years, however the new price will include a permanent membership tag in the form of a key ring tag, participation in the Award Program and the mailing out of 3 hard copy Newsletters, (a real cost of \$7.50 to ASAV). The deadline for paying dues is January 31, 2011. Any renewal dues after that date will be accepted but as stated in the ASAV By-Laws, negates the privilege of voting during any 2011 meeting. This By-Law does not apply to new members in any year.

A position of **Canadian Liaison to the BOD was created for member Chris Evans**. He will be notified of the position and asked if he would be willing to serve the BOD in this manner. This position was created to organize and correspond with the ASAV Canadian members. The position is advisory and has no voting rights at this point.

### **Studbook Report**

Denis Atam presented the BOD with the first edition of our studbook. There were 7 copies printed for viewing and corrections. We are all very excited to see this 1st edition. The technical aspects and the details of bring the project to this point, was enormous and seemed at times, unsurmountable but with prodding from member Valerie Bullock, the project is ready to view.

The book is a compilation of 236 pages in color which allows the viewer to understand the pedigree division between Shagya, Arabian and other breeds. It also includes color pictures of the horses. The initial cost of this studbook in batches of 11 is approximately \$15.00 which includes a 3-ring binder. We have decided to sell the book for \$35 which will include a once a year mail out of update pages either in the form of the actual pages or a DVD. The update will include corrections and newly registered horses. The price does not include postage. A goal for the future is the idea to have the studbook on a DVD in addition to the hard copy. Printing in small batches will also allow an owner to update their horse's picture.

## **ISG Report**

Denis Atam has reported that our application has been submitted and acknowledged by ISG. It is under review until the ISG Meeting in 2011, when we believe ASAV will be recognized by ISG.

There was a discussion about the fact that several horses in the registry have not been transferred to the current new owners. Owners are responsible for sending in the transfer paperwork along with the certificate and a new certificate will then be processed and sent to the new owner. This does not always happen and we are carrying previous owners listed. Because of the fact that ASAV will have to pay an assessment fee to ISG for all recorded horses and we in turn are considering passing that fee on to each owner, the correct owner has to be listed or the previous owner will have to pay to fee. It was decided that at the completion of a sale, an owner will submit a copy of the bill of sale to the registrar to be kept in that particular horse's file. If the new owner never transfers the horse, the new owner can still be noted. The seller will is responsible to send in a transfer form and a copy of the sales agreement or bill of sale. But a hard copy noting the new owner will not be available unless the old hard copy certificate is mailed to the registrar.

## **Awards Program**

A committee was established to create and keep track of the trophies for the rides, year end awards and any special achievements. The committee members have not been chosen.

## **Challenge Cup 2011**

It was noted that this event will be held in southern Montana during the Ft Howes ride in June, sponsored by Jan Stevens.

## **Amendment to the By-Laws**

A motion was made by Daunna Sellers, to change the ruling that states "a person has to own a Shagya in order to be a voting member". The new by-law states that "a member does not have to own a Shagya to be a voting member". The motion was 2<sup>nd</sup> by Denis Atam and the motion carried.

## **Archival Library**

The BOD is currently considering establishing a permanent building to house the ASAV and Shagya material archives in Kentucky at Darlene Steven's farm. The National ASAV office is at this address and the National meetings are held here every other year. The Archival library will take cash donations as well as books, articles, pictures, videos and personal material pertaining to the Shagya in the US for preservation and research. The Archival Library will be cataloged by Valerie Bullock and a permanent display will be available to anyone wishing to see the collection.

## **2011 Promotion**

There was a discussion about the promotion of ASAV during the AERC National meeting. A promotional table was favored. The discussion continued with some sort of promotion during the Sport Horse Nationals in the form of a "jump sponsor" or something of this type.

Several promotional ideas were presented to the BOD. All were accepted, photographed, priced and will be offered in the Merchandise section of the ASAV web site. A Pay Pal account will be established for payment and Valerie Bullock will oversee the order fulfillment of the orders. It was decided that these items will be available for purchase as well at the National Meeting and that each year the color of the t-shirts will change.

An idea was presented by Donna Coss concerning the development of a promotional video about the Shagya breed. The cost is around \$3000. The discussion included an idea to establish a "Pledge Collection" to be held in separate savings account established for this purpose until the full amount was available to proceed with the preparation of the video. We all agreed that this required more ongoing discussion because of the cost and holding the donated money until all the money could be raised for the project.

## **2011 National Meeting**

The meeting will be held on the west coast. Suggestions for the venue are Amara Farms owned by Carolyn Tucker in Morgan Hill, CA and Hawkview Ranch owned by Doug and Karen Bish, Bend OR. The date suggested was March/April.

The entire BOD meeting and these minutes were collected during two time frames. Friday September 24<sup>th</sup> between 4:25 – 6:00pm and Sunday September 26<sup>th</sup> between 2:00 pm and 4:00 pm.

The meetings were called to order by President Kilian Dill and adjourned by member Daunna Sellers.