

MINUTES

NVRHA BOARD MEETING

JUNE 5, 2012

1. Board members in attendance:

Dave Currin	Donna Stewart	Carol Ackerman	Cindy Rose
Paulette Marshal	Bill Hauchildt	Tom Cobb	

Due to the unavailability of the network, the board members planning on attending by “Go to Meeting”, were unable to participate.

As a quorum was not in attendance, no votes could be taken on issues. Several issues requiring action will be worked by E-Mail prior to the next meeting scheduled for August 7, 2012 at 6 P.M. at Bill Hauchildt’s business conference room in Colorado Springs. This meeting room has a reliable network connection with a large screen for “Go to Meeting” use.

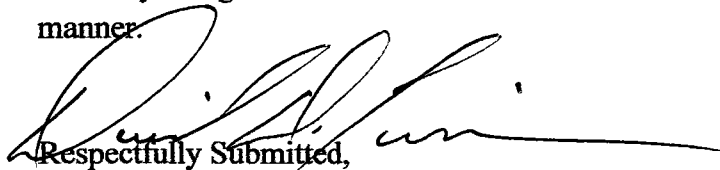
2. Minutes of the last meeting were not reviewed due to a lack of a quorum.
3. Treasurer’s report: Will be provided later after full reporting of all recent events has been received from the office.
4. 2013 Rule Changes: Proposed changes are currently being received. The deadline for proposed changes is June 30, 2012. President Currin will consolidate and present the suggested changes to the Board Members for comments by E-Mail. Action for adoption or disapproval will be determined at the August 7 Board Meeting.
5. Promotion Update: The contract with Danette McGuire has been signed by both parties. (See attached copy). Donna Stewart volunteered to be the NVRHA contact with Danette.
6. National Finals: Bill Hauschildt provided details for the 2012 NVRHA National Finals Event.
 - Event Date: September 22 & 23, 2012 at the Penrose Event Center in Colorado Springs, CO.
 - The Contract with the Penrose Event Center has been signed.
 - The Awards banquet will be held at the “Warehouse” restaurant, a large open area restaurant about 2 miles from the Penrose Event Center.
 - This year the Limited Amateur Division will be added at the championship.

6. National Finals Continued

- Judges: Dolly Wallace of Albuquerque, NM and Sara Clifford of Carmel, CA have been contracted for the event.
- Year End Awards: A saddle, breast collar and monogrammed saddle blanket will be presented to the five division winners; Novice Amateur, Limited Amateur, Intermediate Amateur, Advanced Amateur, and Collegiate.
- An engraved silver buckle will be presented to the Open Division winner.
- Other earned awards as outlined in the Rules and Regulations will be awarded.
- "The Rundown", (to be published this month), will contain full details of the National Championship.
- Several Board Members suggested the possibility of holding the 2013 National Championship in Arizona.
- The 2012 Championship poster will utilize a photograph. Board members will be asked to vote on a photograph from a slate of photos being assembled by Donna Stewart.
- Auction: As always the auction's success is an important part of fund raising for NVRHA. We encourage all to provide a high quality item for inclusion. (See the Rundown ad for details).

7. Logo Wear Concessionaire: A request for proposals has been prepared and is available. All interested parties should contact Dave Currin by E-Mail if interested.

8. Web Site Maintenance: Two proposals have been received for this service and are currently being reviewed. This issue will be handled by an E-Mail vote in a timely manner.



Respectfully Submitted,

Dave Currin

President

From: Danette McGuire <danettemcguire@hotmail.com>

To: Cindy Rose <cindyrose@aol.com>

Subject: RE: Promotion Agreement

Date: Tue, Jun 5, 2012 3:07 pm

Attachments: BW_PDF-Simplex_1.PDF (26K)

Cindy,

Here is a signed copy of the agreement. Thank you for facilitating this process!

Regarding the sponsor "packages", what I would propose are options the sponsor could select from depending on their needs rather than set packages. A sponsor could pick and choose their benefits. We will place a value on each of the benefits (for example we know the ad rate of a magazine ad), the sponsor then provides cash or in-kind product to meet their selected benefits. Recommended benefits include

- Arena banners at NVRHA National Championships (sponsor pays production cost to produce banner)
- Arena banners at NVRHA affiliate events (sponsor pays production cost to produce banner, NVRHA pays shipping to event location)
- Magazine ad
- Magazine article announcing sponsorship (standard, we should always do this)
- Logo placement on website with hotlink
- Email announcement (NVRHA sends out on sponsor's behalf, no release of member email addresses)
- Facebook announcement, contest or giveaway
- One time use of member list (sponsor provides material and pays postage, NVRHA adds mailing labels and delivers to post office)
- Trade show space (save this option for future when you have a larger trade show at championships)
- Educational workshop or presentation (at championships or affiliate events)
- Product feature in sponsor's highlights emailed to NVRHA members once per month

These are the most common benefits. Individual sponsors will have new ideas or will request benefits they have received through other organizations. I will manage all of the sponsor benefits at no additional cost (included in commission) to insure that sponsor's receive their benefits as agreed. The sponsor agreement spells out specifically which benefits the sponsor will receive and specifically the cash or in-kind trade they will provide. As you can see, the benefits do not result in an actual cash expense to the association but provide a marketing value to the sponsor. Please ask the board to review this list and let me know if they have any questions.

Thanks again for facilitating this process. I'm excited to finally have an agreement and get started!
Danette

If you want something you'll find a way...if not, you'll find an excuse.

To: danettemcguire@hotmail.com
Subject: Re: Promotion Agreement
From: cindyrose@aol.com
CC: dcurrin@msn.com
Date: Tue, 5 Jun 2012 13:13:17 -0400

Danette - attached is the agreement with your changes incorporated. They are in blue for easy review. Please sign and return a copy at your earliest convenience. Thank you.