

Virginia Reining Horse
Board of Directors Meeting
Oct. 10,2010

Directors present:

Kenny Moore	Karin Hinzmann
Beth Richards	Joe Thompson
Brenda Clarke	Stephanie Askins
John Bates	Sandra Jones
Gail Murphy	Members:
George Murphy	Jackie Bates
Joy Blake	
Erik Blake	

The meeting was called to order by the President, Kenny Moore.

The minutes were read and approved.

The Treasurer's report was read and approved.

Old Business- We talked about the Judge's Application Seminar, 11/6 & 7,2010. The deposit has been made to the fairgrounds for this.

We have not had any response on advertising in the Stallion calendar. Will extend the deadline by 2 weeks. John is going to the Carolina Classic and will try to drum up business.

Officers were nominated at the State Fair meeting. The ballots will be sent out by 11/1/2010 and the deadline to be sent back is 12/15/2010. Our grant was denied on the Va. Bred program, because we are not a breed orientated organization. There is a subcommittee checking into this. Could it be a discipline base not breed base instead? Joy will head this along with Beth, Erik and Glen.

The mission of the VRHA is to create a positive atmosphere for members, trainers, breeders and owners to come together and promote the sport of reining.

PRIORITIES-

Our members are our partners

We will conduct business in a fiscally responsible way

We will welcome reining enthusiasts of all levels.

Strategic Plan:

1-Member Education

- Increase membership by 10%
- Increase membership by 25%
- Increase member attendance at general membership meeting
- Create member packet for new members
- Establish year end awards structure at start of year
- Decide on how to grow or stay status quo
- Become the best affiliate NRHA/ continue to make our shows fun, more trainer/clinics
- Increase member involvement
- Increase grant money for education/formal education

2-Shows

- Manage and produce fiscally sound shows and events
- Increase sponsor money
- Grant money for shows
- Increase number of shows

- Host RAF shows
- Increase added money at shows
- Establish year end award structure at start of year
- Increase participation of open riders
- Secure 5 corporate sponsors
- Increase participation at shows by 25%
- Grow VRHA to be the largest affiliate in NRHA region
- Retain sponsorships for all awards
- Calendar of timelines and deadlines for the year
- Sponsorship and fundraising
- Show duty management

Communications(PR)

- Increase membership by 10%
- Increase partnership with VQHA
- Add spectator activities to larger state fair shows
- Increase participation of open riders
- Hire corporate sponsor lobbyist
- Increase membership by incentives to be a member with us. Then maybe larger shows
- Become the best affiliate NRHA/ continue to make our shows fun, more trainer/clinics
- Media relations- to include media education and increase media advertising

We established committees for the next year.

1-Show management-: Beth, Kenny and John

2-Membership: George, Karen and Sandra

3-Education: Joy, Glen and Sandra

4-Sponsorship/Fundraising: John and Gail

5-Media/PR: Brenda and Stephanie

New Business-

Do we want to try adding another show? There is a date March 11, 2011 open in Williamston. Much discussion. We could include Rookie Day and have Banquet. Motion was made and carried to add show. Motion was made and carried to have AQHA at all shows in 2011. Discussed year end awards- Ch. & reserve. Will need 36 belt buckles. Kenny will check into this. Vests for 3rd, 4th and 5th. Brenda will check for sponsors for vests and buckles.

Member of the Year- Nominees: Stephanie Askins, Joy Blake, Beth Richards and John Bates

Sponsor of the Year- Nominees;
Lisa and Craig Stonesifer and Star H Insurance

Professional Trainer of the year: Nominees: Tania Natais, Mark Aballo, Jesse Chase and Wayne La Fortune

Erik discussed having an award for riders over 70. Erik will check into this.
Brenda discussed getting t-shirts for perfect attendance.

Motion made for meeting to adjourned.