

Teleconference July 13, 2016 – 8:00 p.m.

Roll call at 8:00 p.m. resulted in Greg Bagley, Ryan Mullen, Andrew Stalhiem, Dave Hennen, Ken Airgood, Dennis Johnson, Chuck Cryderman, Sierra Covell, Shannon Cobbs and Cathy Behn present – President Bagley called for executive session.

At 8:29 p.m. the teleconference was reconvened.

Cathy Behn gave the Executive Director's Report stating she had put an ad in the local newspaper the week prior to advertise the open clerical position in the office. She stated there had been 6 resumes received and she would begin the interview process.

Mrs. Behn explained an exciting new opportunity for promotion through the Draft Horse Journal sponsored radio program "Horses in the Morning". The Radio was a podcast, which means you subscribe to the program and can listen to it anytime on your phone, iPad, or computer. The program will specialize the Draft Horse Industry and Mrs. Behn was asked to be one of the first guest speakers for the program. The interview would be at no charge, and ads for the program would be \$250 per month with there being six months. It was the consensus of the board that this was a great opportunity, especially as there was still money in the budget for National Sale advertising that had not been used. Sierra Covell moved to proceed with Podcast advertising at \$250 per month for six months. Ken Airgood seconded the motion. Shannon Cobbs stated he thought it was a great tool, and it should be revisited if we commit to another 6 months as it would eat up a lot of advertising budget. Dave Hennen asked to pay the entire 6 months in this year's budget as the money was there and we could begin new in 2017. President Bagley asked for a motion and the motion carried. Dennis Johnson voted nay.

President Bagley moved onto the approval of the May teleconference minutes. It was the consensus of the board that one correction be made by deleting one paragraph/issue. ***Dennis Johnson moved to approve the May Teleconference minutes as amended. Andrew Stalhiem seconded the motion and motion carried.***

Ryan Mullen gave an update for the Youth/Novice Congress stating there were almost 60 participants registered for the Congress. Cathy Behn stated there were approximately 80 stalls spoken for. Ryan Mullen reported a nice backpack filled with great items would be given to every exhibitor. Cathy Behn reported that the Shire Horse Association had donated \$500 so between their contribution and a discount from Mischka Press, each exhibitor would be receiving a very nice Draft Horse Guide Book and more!

Sierra Covell reported for Social Media. She stated that as of the next Wednesday. The page for CBUSA developed by Sale marketing group will be taken down. She put a link to CBUSA group page. Ms. Covell also stated she had also added more posts opening up the possibilities of adding additional pleasure classes and saddle classes for WCS. She had a good response with many suggestions.

Ryan Mullen reported for the new All American Program that was presented to board, asking for any questions or concerns. Dave Hennen questioned with no cost to the program if they would be able to sponsor the program. Ryan Mullen stated the Behn Bros. and Mullen Family had already committed as sponsors. Plaques would be around \$16 – \$20 dollars. Andrew Behn has created a Facebook page and the entire program will be digital. Andrew Stalhiem wondered if we would lose some people that are not tech savvy. Ryan Mullen felt that more coverage would be given and hopefully more will be gained.

Shannon Cobbs asked about judging process. Ryan Mullen explained that any dues paying member would have the right to vote by printing off the ballot and emailing it to Andy Behn or himself. All Ballots would be public with no anonymous votes. **Ken Airgood moved to accept the All-American Program presented by Ryan Mullen – Sierra Covell seconded the motion.** Greg Bagley stated the sponsorships of Mullen and Behn appreciated.

Discussion was held on the Board Workshop. It was reported that there would be a total for food of approximately \$2358.11 (or \$2678.11 if spouses and guest present pay \$80 for their meal? Shannon Cobbs stated he thought any extra meals should be paid for by the board members present. The total for two night stay for board members and Cathy Behn would be approximately \$2514.45. Shannon Cobbs stated the balance on the food and rooms needed to be sent right away. **Dave Hennen moved to approve approximately \$4872 for board expenses of the board workshop in Florida – Shannon Cobbs seconded the motion and motion carried.**

Discussion was held on the Draft Horse Crisis Fund proposal presented by Stacie Lynch. Discussion was held on the proposal and it was the consensus of the board that additional thought would need to be put into the program. Cathy Behn related that it would be respectful to answer Stacie Lynch in regards to her proposal. She also suggested that this topic could be put on the agenda for the All-Breed Secretaries meeting this fall.

Ryan Mullen reported there was a preliminary WCS budget based upon the 2007 expenses of \$373,000 – 440,000 and the 2011 show of \$431,000 – over 500,000 for expenses. President Bagley stated everyone needed to assist in coming up with revenue for the 2018 WCS.

Cathy Behn drew attention to the presentation from Virginia Smith on her Award business. It was the consensus of the board that Virginia should be thanked and her information needs to be kept on file for future use.

President Bagley stated that Linda Harmon-Dodge had not received the last eletter and Cathy Behn stated she would look into the glitch as to why. Mr. Bagley felt more information needed to be included in the next eletter regarding the national Show

At 9:20 p.m. Dennis Johnson moved to adjourn the teleconference, seconded by Shannon Cobbs and motion carried.

Respectfully Submitted,

Cathy Behn, Executive Director
Clydesdale Breeders of the U.S.A.

