

Clydesdale Board of Directors Meeting – Lansing, MI – Friday, October 13th, 2017

President Andrew Stalhiem called the meeting to order at 8:05 p.m.

Roll call resulted in the following Board Members being present: Andrew Stalhiem, Pat Connors, Shannon Cobbs, Mike Taft, Sierra Covell, Ken Airgood, Chuck Cryderman, & Dennis Johnson. Dave Hennen was not present at the meeting. Members & guest present included Ian & Angelique Cruickshank, Linda Johnson, Jeff Gower, Keith Mann, Steven Davison, Bob Wilson, Gabe Papoi, Jim Krupicka, & Paul Snyder.

President Stalhiem asked for a motion to approve the agenda. ***Pat Connors moved to approve the agenda as presented. Ken Airgood seconded the motion and motion carried***

President Stalhiem as for any Public input. There being none, President Stalhiem moved on with the agenda.

Mike Taft moved to approve the Sept. 5th teleconference minutes. Ken Airgood seconded the motion and motion carried.

President Stalhiem moved onto the Sale Committee Report. As Dave Hennen was not present, Shannon Cobbs reported that everything was the same for the National Sale, and the committee would try and contact as many people as they can to consign horses.

Chuck Cryderman asked to present a quote for the 2018 National Clydesdale Sale from the new MEC Center in Shippshewana, IN. Shannon Cobbs asked if the facility was done and Chuck Cryderman said they are having first event that weekend. He reported that Steve Jones and Duane Chupp presented the package from the MEC. Chuck Cryderman stated that he had spoken to Dave Hennen, and he was willing to chair the 2018 sale. Steve Jones and Duane Chupp agreed to help, along with the other chairs. Chuck Cryderman reported the new MEC was a 20 million dollar facility that had approximately 370 stalls and ample wash racks. Dennis Johnson asked if the quote was for 2018 and it was confirmed the quote was for the 2018 Sale. He stated in talking to Dave Hennen and working thru budget, it was noted that the net amount of the sale is down because of cost of the current facility. Ken Airgood asked if there was any contract with Lake St. Louis facility. Chuck Cryderman stated he didn't think there was a contract and Cathy Behn stated she had not signed a Contract with the facility. Pat Connors stated he had spoken to Duane Chupp and he said there would not be a problem with the Budweiser Happy Hour. ***Chuck Cryderman moved that the National Sale for 2018 be moved to Shippshewana, IN to new MEC Center with approval of the presented information and budgets. Pat Connors seconded the motion.*** Discussion was held and expenses reviewed from Lake St. Louis Facility. Shannon Cobbs asked what Chuck Cryderman's vision for reduced expenses was and his reply was that extra vendor spaces could help pay for the facility. Member, Paul Snyder stated the facility was first class with an RV park across the street and hotels close to the facility. Mr. Snyder stated that room would not be an issue as the banquet and all organized events could be held in the one facility. Pat Connors shared that Steve Jones and Duane Chupp were positive there would be more horses with Canadian proximity. Discussion on overall consignments to the Sale and how they had diminished. Sierra Covell asked about the ability to live streaming the sale and was told that the facility had state of the art streaming abilities. Further discussion was held on the amenities of the facility and community for the event. Dennis Johnson felt there was a need for more time for consideration of the move. President Stalhiem asked for a vote on the motion presented by Chuck Cryderman. ***Roll Call Vote was taken, resulting in; Pat Connors – yes; Shannon Cobbs – yes; Mike Taft – yes; Sierra Covell – yes; Ken Airgood – yes; Chuck Cryderman – yes; Dennis Johnson – no. Motion carried.***

Discussion was held on the National Sale and getting the event reorganized at the new location. It was noted that the airports that are close include Ft. Wayne, South Bend, Midway in Chicago, and Indianapolis.

Dennis Johnson reported that since the location for the National Sale had been changed, there would be no report from the social committee as they would need to investigate and plan for 2018.

Next on the agenda was a Fundraising Report. Linda Harmon and Lisa Graham are in charge of the WCS fundraising auction and were not present at the meeting. Chuck Cryderman had been in charge of getting donations for the CBUSA on Sale day, and had been very successful in securing approximately \$8,700 in revenue with all donated items. Discussion was held on repeating the same two auctions for 2018.

Cathy Behn presented an idea of having a Jackpot as a fundraiser for the CBUSA. She stated she will observe the Jackpot held by the Ontario Clydesdale Club to see if it is something we could also do. It was the consensus of the board that a fundraiser such as the Jackpot idea was positive and more information would be welcomed.

The Show and Exhibitions report was given by Sierra Covell and Dave Hennen. It was noted that discussion was held on relocating the National Show. Sierra Covell stated she was waiting for a formal, detailed proposal from Iowa State Fair. Andrew Stalhiem stated he was in the process of talking to Minnesota State Fair to see if they have room or if the Clydesdales would be shown separate at the Fair. Chuck Cryderman had a letter of commitment from Wisconsin State Fair wishing to again be host to the National Clydesdale Show. Dave Hennen stated he had emailed a proposal from Indiana State Fair. Sierra Covell stated that upon review of the National Sale numbers it was noted that the National Show was supported by Canadian exhibitors, but were down on exhibitors from the US. Dr. Gower stated he felt there was a lack of US exhibitors because of the judge selection. Keith Mann asked if the board picks judges, and it was explained that Indiana State Fair picks from a list of recommendations. Keith Mann stated that in the past the exhibitors had been allowed to give a list of names and then a ballot for judges was created from that list. Dennis Johnson confirmed that process had been used in the past successfully. Keith Mann asked if Ohio State Fair had been considered. Shannon Cobbs stated that Ohio State Fair dates may conflict with other shows. Shannon Cobbs stated it was important that conflicting dates don't exist as they would alter the points system for the Classic Series. Chuck Cryderman stated the Association had a history at the Wis. State Fair, holding their National Show there for 36 years and ever since it had been moved the numbers at the National Sale had continued to decline. Steve Davison stated that Wisconsin State Fair had always struggled with stalling room and issues. Further discussion was held on the options for the National Clydesdale Show and Chuck Cryderman stated all shows interested in the Show needed to submit proper proposals for final review. The topic of choosing a location for the National Show was tabled until the November Board Teleconference. It was also noted that final numbers were needed from the 2017 National Show for review.

There was nothing new to report for the Show & Awards Committee. Ken Airgood noted that procedure would remain the same for the National Clydesdale Queen. Cheri Moleski was not present to give a report on the National Show Futurity but it was noted that report could be submitted at a later date.

Moving onto the Association infra-structure report – Ian Cruickshank was present to give a PowerPoint presentation on the new horse program. He reported the basic program was written and would soon be used in the Clydesdale Office. Questions were addressed to Mr. Cruickshank. A time frame for different stages of implementation of the new program was presented. Exciting new things were presented such as using a UR code for WCS tickets and other security purposes for the Association.

Cathy Behn presented the 2018 budget as per her job description. She stated a few board members including Sierra Covell, Chuck Cryderman, Pat Connors, and Ken Airgood had met the evening before to go through the document. Cathy Behn stated she was proposing a balanced budget for 2018 which showed a profit for the Association. Discussion was held on the final numbers of the 2017 budget and also on some line items of the 2018 budget. A formal research report was presented to reflect a national level salary for an Executive Director such as with the Clydesdale Breeders of the U.S.A. It was noted also that the Executive Director position had not had an actual wage

adjustment since 2008. Discussion was also held about creating a three to five year plan for the Clydesdale Breeders of the U.S.A. **Chuck Cryderman moved to adopt the 2018 budget as presented. Ken Airgood seconded the motion and motion carried.**

There was nothing to be reported on the Association's By-Laws. There was also nothing to report for the Pedigree Committee.

Dennis Johnson presented the list of Prefixes for approval. The list included: Paul Kuberski – "Kuberski Clydesdales"; Ken & Dawn Brannen – "Show Me"; Bret & Annette Fielding – "Highpoint"; Brian Beardsley – "Leeds Prairie". Dennis Johnson recommended approval of the prefixes presented. **Shannon Cobbs moved to accept the prefixes. Mike Taft seconded the motion and motion carried.**

Next on the agenda was Nominations. Dennis Johnson offered to become the chair of nominations as he was not up for re-election. He stated the three board members terms up for 2018 were Andrew Stalhiem, Dave Hennen, and Ken Airgood. Mr. Johnson asked Andrew Stalhiem if he would run for re-election and Mr. Stalhiem stated he was undecided at the time. Ken Airgood stated at that point in time he was planning on running for re-election and Dave Hennen was not present for a reply. Dennis Johnson asked if there were any individuals that wished to serve to contact him.

On Policy and Procedure – President Stalhiem stated that Cathy Behn's evaluation would be done in the next month or so.

Moving onto WCS updates President Stalhiem asked Keith Mann for WCS Updates. Keith Mann referred to Cathy Behn for updates. Cathy Behn had provided a list of updates for the WCS in the Board of Directors packet. She related she had a concern as to what needed to be approved by the board to move ahead with final plans for the WCS. She also showed concern that there was still a lack of communication on the WCS Committee, leaving many things undecided. Cathy Behn stated the Schedule of Classes was presented in the Board Packet to review and approve so it could be added to the website. She stated there were many questions coming in to the Clydesdale Office and while that was a good thing, it was imperative to have the answers to people's questions. Cathy Behn related she felt with the lack of communication, decisions such as admission prices, futurity for the WCS and more were not moving along fast enough. Discussion was held on sponsorships of the World Clydesdale Show and many other aspects of the show. Chuck Cryderman stated better communication was needed and felt there needed to be a change in the organizational and management of the WCS, putting an experienced and capable Executive Director in that position. **Chuck Cryderman moved to make Cathy Behn, Executive Director of the CBUSA as the Manager of the WCS; which included making day to day decisions for the WCS and sending said information to the Board of Directors and committee members of the WCS. Pat Connors seconded the motion and motion carried.**

Cathy Behn presented the Board of Directors with a proposal to have Barclay Poole solicit Corporate Sponsors for the WCS on a commission type bases. Discussion was held and it was the consensus of the Board to research and enter into a contract with Barclay Poole for such services for the WCS.

Ken Airgood reported the Draft Horse Youth/Novice Congress dates for 2018 are July 19 – July 22nd in conjunction with the Dane Co Fair. He stated the intent was to invite the Percheron and Belgians to participate. Mr. Airgood stated the 2017 show was a great success and felt that success will continue into the future! Pat Connors stated they had youth that participated and that it was a wonderful event! Steve Davison related that people who would like to donate funding for the Congress could make a donation to the Clydesdale Education Foundation and ear tag the donation for the Congress. That way the donation could be used as a tax deduction.

Cathy Behn reported for the Publications Committee. She stated that the Spring Lead Horse had not received any support, so that publication had been canceled. She related that with the cancellation of the Spring Lead Horse, many things such as the 2016 All-American and her statics were not a matter of record in the 2017 Clydesdale News. She was asking for guidance and opinion on how to get the publication back on track so that all Association could be

in the News as a matter of record. She asked the board if the 2016 All-American should be included in the 2018 Clydesdale News. Discussion was held on leaving the 2016 All-American as a digital file on the website. It was noted that ads for the Clydesdale News would be due November 15th, 2017.

Ken Airgood reported that a USLGE Mission would be attending the Royal Winter Fair in Toronto, Canada to have a booth and meet and greet luncheon to promote the WCS. He asked if any other board members could attend the mission. He also stated that end of the year printing to circulate to other countries for marketing would be paid for with USLGE funding.

Sierra Covell reported for Social Media. She stated all had been going well with the FB page since 2016. She stated the CBUSA FB Page had 4022 likes on their page. She reported that Barclay Poole was in charge of social media for the WCS and she would be working with him to integrate the WCS page and the CBUSA Page for maximum promotion. Sierra Covell stated there were options for using some paid ads in 2018 to promote the sale and WCS on FB.

There was nothing to report on the Education Committee or the Historical Committee.

Ken Airgood and Sierra Covell would be working on educational seminars for the National Sale and asked for suggestions for said seminars.

Andrew Stalhiem stated he was looking for nominations for the Hall of Fame.

Cathy Behn stated the Committee List was included in the board packet and asked for the chairs of each committee to review and edit the list of committee members. She also stated she felt the membership should be addressed and invited to share of their time and talents.

Under New business it was noted that Keith Lake had been through the barns and had sold \$410 worth of Wagon Give Away tickets that evening!

Shannon Cobbs stated there was talk of having a WCS in Scotland in three years, and also in Brandon four years later. Chuck Cryderman stated that possibly the board should consider having an American World Clydesdale Show every three years for consistency.

At 10:14 p.m. Chuck Cryderman moved to adjourn the meeting, seconded by Sierra Covell, and motion carried.

Respectfully submitted by,

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