

November 2017 Board of Directors Paso Fino Horse Association Meeting

Submitted by Linda Field Great Lakes Paso Fino Horse Association Delegate

Total Votes 2,661
Quorum 1,547
Two Thirds 1,775
Majority 1,332
Great Lakes 151

All Paso Fino Horse Association regions and Executive Board officers were present except MidAmerica, Northwest, Gulf and Northwest.

Jose Colon was named the **Judges and Stewards Committee Chair**

"I am honored to have been named the Amateur Committee Chair by PFHA President Sharon Londono."

The **PFHA office** has new moved to their new location. The PFHA thanked Ben Leon for donating some wonderful office furniture for the new office. Bill Nelson PFHA Executive Director was very grateful for the new office and furniture. The new office is located in the Kentucky horse park near the old office there is an \$18,000 savings from the USEF bill due to doing more of the US EF duties in-house.

The new address:

Paso Fino Horse Association
4067 Iron Works Parkway
Lexington, KY 40511

\$15,000 was refunded to hurricane entries. Most of the horses were in Florida and Georgia.

The PFHA is now offering an introductory **Lite Competition Horse Show**. It is for first time events that have a different date than existing shows. To qualify it must have a different name. The show fees are reduced. Contact the office for more information if you're interested

The **Education Committee** arranged a co-op with the Judges and Stewart's Committee. They are proposing a February date. There was a motion that any judges applying for a guest judge card must attend one clinic prior to judging. Guest judge cards should only be available for no more than two shows in five years. The concern was that Senior certified judges are not being asked to judge shows due to international judges being used predominantly. This motion passed.

Ben Leon is working on developing an electronic sounding board to measure the number of steps, steps in gait and quality of football. He is looking forward to this product being used to promote the Paso Fino horse. He pointed out that it could possibly play a role in our shows. Of course this would depend on how the association would like to use it, if a all.

Ben Leon developed a commercial that was played at nationals. He stated the PFHA needs to be on Direct TV. In the past they've had 8 million USA and 4.5 million South American watchers. We need a TV friendly judging system and a set ring procedure with a transparent system. He's working on a five-year plan with Bill Nelson and the planning committee. He has engaged the Franklin media group to assist with this tremendous project. This is a big-time nationally recognized company that produces excellent work. He will be putting a lot of his personal money into making this happen. He wants to reach out to all equine markets worldwide. Virginia Foster's re-energized by Mr. Leon's direction and commitment to having professionals help develop a five-year plan with us. The goal is to promote all aspects of our wonderful breed. From trail riding to fino, he wants all disciplines promoted and showcased. His commercial is a \$50,000 product. We won't fail, we will succeed! We must increase our dwindling 2,800 members.

Michael Gascon has applied to the World Equestrian Games to put on a show using a dragon costume. There's a huge equestrian audience with world wide exposure. The stands were full for the Paso Fino demo the last time we were there. This is a tremendous exposure for our breed.

Executive Report was given by Executive Director Bill Nelson

The new address is 4067 Ironhorse Parkway, Kentucky. Ben Leon donated professional office furniture. Stacy Winchester is a new account manager she is an intern. We have a new intern. He is working on a map showing dots where the Paso Fino farms are located geographically speaking. The new website is up and running on time and within budget. He's going to contact businesses that have not been active in the last 24 months. He is adding a info card landing page in the marketplace and events map. The goal is to make membership renewal automatic within one year. He encourages regions to grow members. Great Lakes had over 10 percent growth! yYeah for us! Committees are called to focus on activities.

The Grand National Show Committee Report:

In 2018, 2019 and 2020 we are going to be in Perry, Georgia. Dates in 2018 are from September 17 through the 22. This is Monday through Saturday. The Grand National Show (GNS) profit was \$74,000. We need to come up with new revenue streams. 48% to 55% of the revenue is from our GNS. On the financial report, January to September 2017, we are showing a \$12,000 profit, but we are expecting a \$12-\$15,000 loss at the end of the year.

Gelding fees haven't been going to the gelding account. Lisa said the new bookkeeper will keep it current and catch it up. The 720-day registration is at a reduced rate to the end of the year. We need microchips to be required. We need to encourage microchips being including with DNA and registration.

There were 560 horses with 1,312 class entries. The average class time was 22 minutes. The show ending was between 10:30 to 12:15 p.m. there were 115 classes with 20 work off some 15 ties. 2015 GNS was longer. Revenue was 429,000. Expenses were 404,000. A mistake was made and \$7,500 in prize money went to our youth. We also refunded \$15,000 for hurricane relief. The new classes were well received and attended. Growth is expected going forward.

Respectfully Submitted,

Linda Field, Great Lakes Paso Horse Association Delegate