

WQHA Board Meeting Minutes

November 2, 2024

The meeting was called to order at 12:42pm by President Judy Zeitler.

In attendance: Judy Zeitler, Tim Schmahl, Stephanie Hicken, Ron Miller, Jerry Laumer, Brenda Lindvall, Kelly Ponce, Krystle Kuhse, Linda Berg, Alec Martin, Amy Bucholtz, Nikki Schultz, Jim Ramthun, Missy Baker, Pat Miller, Jessica Bradley, Patty Johnson, Leah Grundman, Travis Born, Tiffany Born, and Trish Schmahl.

Not in attendance: Danyelle Gabbert-Wiechert.

Alec Martin made a motion to accept the secretary's report. Pat Miller second it. Motion carries.

Treasurer's Report - The saddle raffle profited \$6,754.00. The WQHA bank account now has overdraft protection. WQHA did have to pay \$140.00 for an overdraft fee from September.

The Radisson Hotel charges \$350.00 for meeting rooms for the last two years. Ron Miller said that it doesn't matter if people eat or not, the price is \$350.00. Judy Zeitler will talk with Radisson to double check pricing going forward.

Nikki Schultz asked Ron Miller if WQHA needs an update in Quickbooks. Ron Miller believes we do and the monthly fee is \$35.00 for Quickbooks. Ron Miller's laptop is also owned by WQHA and it does not support Windows 11. WQHA will need to purchase a new laptop in the future for the Treasurer.

Stephanie Hicken made a motion to accept the treasurer's report. Jessica Bradley second it. Motion carries.

District Meeting Minutes:

Attendees :

Kelly Ponce, Linda Henry, Alec Martin, Jessica Bradley, Judy Zeitler, Tracy St.

Mary, Jerry Laumer

Nominations:

Regional VP – Alec Martin

District 1 – Kelly Ponce

District 2 – Tracy St. Mary, Tia Koehler, Tiffany Born

At Large – Shelley Tooley, Leah Grundman

Awards:

Saddle Pads

Buckles

Buckets

State Show:

Buckle or other awards

Slot & NP Challenge:

Change from open trail and high placing green and NP, to Green Trail with High placing Non Pro.

No raised poles

Consider Ranch Trail

Do something fun like:

Dolly Parton Pleasure

Chuck a duck

50/50 Raffle

Horse Fair:

Group said we should do it.

Find volunteers from new source

Need a sales person i.e. a good seller.

Ask Doug Tooley to help or do a demonstration

Open show members?

Ashley Carlsen – could it help get them back at our shows?

Hotel and Ticket?

Tracy St. Mary may be able to help.

Bylaw on membership:

Passed

Change from 10 & under to 9 & under – unanimous NO

New Classes:

Run AQHA set with fees at 9 & under

And WQHA set without fees at 10 & under

Is open seat bylaw needed?

No, not needed. Board can already appoint a replacement

WQHA District 3 & 4 Meeting, October 7, 2024 Zoom Meeting

Attendees: Sherri Albinger, Missy Baker, Julie Baker, Travis Born, Korie Hall, Stephanie Hicken, Patty Johnson, Mabel Plueddeman, Jean Sandmire, Katie & Robert Schmitz, and Roy Schwab

Meeting called to order @ 6:35PM

Agenda Items:

Nominees for District Directors & Regional VP

- Jean Sandmire made a motion to re-elect the current Regional VP and District Directors. Motioned 2nd by Stephanie Hicken.

- Motion was voted on and passed

- o Travis Born for Regional VP and Missy Baker and Jim Ramthun for District 3 and Patty Johnson for District 4.

Awards - Suggestions for new awards

- Ideas for Year-End Awards

- o Gift Certificate to Wisconsin Equine Clinic & Hospital

State Show - input and ideas

- Circuit Awards – potential to follow Corporate Challenge’s method. This would be to have a few sample items on hand and have circuit award winners to go to a website and pick later. This included an option for the winning exhibitor to customize and add (at their cost) additional embroidery. Potential to lower upfront costs?

- Good Show – bigger than last year

- Curious on venue for 2025

- Palomino Certification Costs were discussed

- o What does it cost WQHA?

- Are we getting enough participation to sustain/continue?

- o Low participation

Slot Classes - input and ideas

- Group thought awards were good – liked additional items for lower places

- Thank you, Missy Grundeman for delivery of food and Drinks during slots!

- Question regarding payouts from previous year

- o \$1000 added total

- Good idea to have the exhibitor party with the slots

- Liked having the Slots all in 1 night

- o Difficult to do if our show is BIG, need to be mindful of class schedule on the day of the slot classes

Non Pro Challenge - input and ideas

- Well attended once again.

Midwest Horse Fair (April 11th-13th) We need volunteers to sit at the booth while the Horse Fair is open. Below are the hours we need covered (along with setup

and teardown). 2 people at a time makes it easier if someone needs to use the restroom.

Volunteers do get in for free.

- Overall Group feels we need to continue to have a booth at Horse Fair

- o Need to update Booth – Content – Need Engagement

- Ensure we have a way for people to purchase a membership onsite

- o Great traffic area

- o Need to have giveaways

- Small items left over from State Show (Bucket Snaps, Electrical Tape, etc...)

- o Need a Prize Wheel

- Borrow: Check with Judy Zietler if they have one or if she rents one for their Hunt? Border Run Group?

- Purchase: Amazon

- o Volunteers for 2025

- Korie Hall

- Julie Baker

- o Potential partner with the Palomino Assn if we were to NOT have a booth

Discussed the proposed bylaw addition:

- “All members of the WQHA Board of Directors must be current members of WQHA to count for a quorum and to vote at meetings. The membership chairperson shall verify and report the membership status at roll call in each meeting.”

- Group is in-favor of the proposed bylaw addition

- Propose moving the Membership list on the Website to a MEMBERSHIP tab instead of the SHOWING tab. Also move the Membership Application and

Rewards to that tab on the Ribbon. Link below.

o Current WQHA Membership List

Feedback in adding the Green Non Pro (Level 1) AQHA approved Equitation, Horsemanship and Showmanship in 2025 to the WQHA State Show.

NOTE: Show Processing Fees will apply to these classes

- In favor of the changes being added to our showbill, adds rail work

o Need to be mindful of the Time this adds to our showbill

- Are there any classes that we can remove with the addition of these classes?

o Good opportunity for Non-Pros to build confidence in their horses before the level 3 classes.

Should we change Small Fry to align with AQHA Small Fry 9 & under that is being added for 2025 or keep as WQHA 10 & under class?

- If we add the class list, we are for changing the WQHA 10 & Under class to 9 & Under and run classes Concurrently (addition of Rail work for pattern classes)

- Do we have to increase the cost of the class? Is there potential/opportunity to absorb the cost within WQHA or offset the cost through sponsorships?

- If we are NOT adding the AQHA classes leave the WQHA age group alone

If there needs to be a proposed bylaw change for any open district seats it can be worded this way "An open seat in a district can be filled with a director at large from any district".

- Group was in favor of this proposed change

Fall Trail Ride – fun time had by all that attended, Great food, and music around the campfire was a big hit! Rumors of a Spring Trail Ride in the works.

All members on call were invited to the November 2nd Meetings @ Radisson

Hotel, 625 W Rolling Meadows Dr, Fond du Lac

- 9:30 am Show Planning Meeting
- 12:30 pm WQHA Annual Meeting at the Radisson in FDL

Districts 5 & 6 2024 meeting

Meeting held on October 6, 2024 at Highway Harrys

Attendees: Ron and Pat Miller, Linda Berg, Mike Deck, Gail Peteler, Kathy Sheahan, Tina Bothum, Greg Mode, Jim Mckillips, Lisa Zurn

Nominee for District 5 Director: Greg Mode

Nominee for District 6 Director: Gail Peteler

Nominee for Regional VP: Pat Miller

Suggestions for Awards Program: Products from Cowhide Customs

State Show Comments: Need to recognize contestants thru announcements, trophies and ribbons. Dusty arena footing got worse as the show went on.

Slots & Non-pro Challenge comments: Liked slots all in one night. Replace slots with breeders' futurity.

Midwest Horse Fair Booth: Should keep booth, reach out to members to fill spots. Need more interactive activities. Could include raffles during the event of lessons, clothing, etc. If trainers are willing to donate their time, their pictures and bios could go up in the booth and any social media we have. People who volunteered to help: Liza Zurn, Gail Peteler, Jim Mckillips, Tina Bothum and Linda Berg

Proposed Bylaw addition regarding membership requirement: Passed unanimously.

Feedback on adding Green (level 1) Equitation, Horsemanship, and Showmanship: Could reduce numbers in regular classes that often struggle to get 3 horses without combining.

Could add to length of show (every year we seem to be adding more classes)

Might encourage people to try a new class.

Consensus of Group: Try one class next year - Showmanship - and check interest.

Feedback on Small Fry Change to AQHA approved classes: Because of the additional expense of \$10/judge for an AQHA class, keep Small Fry as WQHA 10 and under class.

Districts 5 & 6 used to run The Fuzzy Wuzzy shows and donated proceeds to the WQHA. The show account has a balance of \$5,247.65. The district members would like to donate \$500 to the WQHA award program this year due to the decline in entries at 2024 Wisconsin approved shows. Furthermore, the member would like to have the WQHA act as custodian for the remainder of the money if possible. Suggested having a line item in the financial statement with a footnote that Districts 5 & 6 members had to approve any expenditures.

Members suggested holding a clinic using the Wisconsin Professional horsemen... Could include write ups of the trainers to give them more exposure on social media. May have a place in Oregon, WI. Pat Miller following up on the idea.

National Directors - Judy Zeitler will forward the email of new AQHA members to Lisa Zurn so they can get the online newsletter.

Amateur Ambassador - Amateur Ambassador Roll Out 2024

Goals of the AQHA Amateur Ambassador Program

The goal of the AQHA Amateur Ambassador Program is to identify amateur liaisons, to serve as welcoming ambassadors at horse shows, who can provide helpful and essential information to all attendees. AQHA Amateur Ambassadors are to be friendly, available and approachable connections that provide that ALL IMPORTANT FACE TO FACE resource for answering questions and providing information to exhibitors.

Amateur Ambassadors are NEVER TO PROVIDE ANY TRAINING INFORMATION,

which for the purposes of the Amateur Ambassador program include pattern interpretation, legality of equipment, rule interpretation, etc. Any questions should be directed to

Stewards, Professional Horsemen, or trainers for clarification. Amateur Ambassadors should encourage exhibitors to use the AQHA App on their phones or their AQHA Rule Books.

AQHA Amateur Ambassadors are expected to conduct themselves in a manner that reflects professionalism and good character. They are representing themselves, their Affiliate and AQHA.

Amateur Ambassadors are encouraged to communicate with AQHA staff with regards to feedback to improve the Program.

How to Become an Amateur Ambassador

Interested individuals must be an AQHA Amateur Member and an Affiliate Member.

Future prospective Ambassadors can be members of any Affiliate, especially if they show more in another state. Ambassadors may serve at shows in other states.

Interested individuals should reach out to the amateur.ambassador@aqha.org email.

They will then receive an Invitation Letter that explains the program and the application

process (including the need to identify an approving individual from the Affiliate) with attachments of the Roll Out Document as well as a sample Code of Ethics. To proceed,

request from the amateur.ambassador@aqha.org email an Adobe Docusign version of the Code of Ethics. Once completed, return to the same email. AQHA will then review.

When approved, an Approval Letter will be sent with information on how to sign up for shows on a Google Doc and a link for the Post Show Summary Report.

An approved individual will serve as an Amateur Ambassador for the remainder of the calendar year in which they are approved. If they elect to continue in the program, and AQHA agrees to the same, the individual will need to re-sign the Code of Ethics for the next calendar year.

Amateur Ambassadors will receive information on the goals of the program, suggested pre-show activities, and expectations at horse shows. (See below)

Amateur Ambassadors may serve at horse shows that are not in their state, if they are familiar with the show, the exhibitors, the location, and show management, so as to be

the best resource for exhibitors. Unless indicated otherwise, service at an AQHA-approved event does not require pre-approval from AQHA. EXCEPTION: Service at any

AQHA Championship event does require pre-approval and a request should be sent to Melynda Regester at least thirty (30) days in advance. Responsibilities and acceptable

Ambassador activities at AQHA Championship shows may vary from other AQHA-approved events. Service at a non AQHA-approved event also requires pre-approval from

AQHA and a request should be sent to Melynda Regester at least thirty (30) days in advance. At AQHA's only discretion, the thirty-day requirement can be waived.

Amateur Ambassadors will need to obtain prior approval from Show Sponsors to serve at their show, and will notify Show Management that they will be at the show, prior to the show date. A Google Doc accessible to Amateur Ambassadors will allow for show sign up and will allow Ambassadors to indicate whether Show Sponsors have approved and Show Management has been notified. The Google Doc will also allow an Amateur

Ambassador to see if others are also interested in serving at that show. A list of Amateur Ambassadors can be provided to Show Managers and Show Sponsors. Melynda

will be the resource for Show Sponsor contact information.

AQHA Amateur Ambassadors will be provided with an identifying lanyard with AQHA Amateur Ambassador badge. This is an AQHA Program!!

As our committee works with the AQHA Marketing Department and Corporate Sponsors, additional Amateur Ambassador apparel and items may be provided.

There will be information about the AQHA Amateur Ambassador Program disseminated by the AQHA Marketing Department. Additionally, other avenues to introduce the program are being investigated.

At the conclusion of each Amateur Ambassador's service at an event, he or she will complete a Post Show Summary to provide feedback about the effectiveness of the program and feedback. This information will be useful for determining the impact of the program and keeping it current. Any other concerns should be brought to AQHA.

Amateur Ambassador's Role Prior to the Show

Create social media posts (Affiliate websites, Facebook, other) introducing yourself as the AQHA Amateur Ambassador at the show. By notifying/contacting Show Management prior to the show, obtain permission for sharing the show information (patterns).

But remember, we are sharing information, not creating show promotion.

May elect to utilize tools such as Padlet, an online bulletin board, for showcasing show information, showbills, Judges, patterns, AQHA and Affiliate membership information, local restaurants, hotels, grocery stores, feed stores, veterinary care, urgent care, truck repair, hardware stores, etc. A QR code can be generated to also create flyers to post around showgrounds containing all of this information.

Amateur Ambassador's Role at the Horse Show

Introduce yourself to show management, show secretary, Stewards, Professional

Horsemen, and Judges (if you are comfortable) This is a a courtesy to let them know you are present and available for assistance.

Attend any pre-show meetings for exhibitors, if possible, to be aware of any changes.

Utilize a whiteboard in the show office. Information on how you can be contacted can be provided. Post the Stewards and on-site Professional Horseman if they have agreed to

be resources for questions. The Judges can be listed. Any generated QR codes containing Padlet information can also be showcased here.

If possible, obtain a list of new exhibitors-new to AQHA, to the Affiliate, to this show, to showing in general, to target for welcoming.

Be available to exhibitors. Share the enthusiasm we all have for our American Quarter Horses!

WQHA Paid Positions -

Treasurer: \$1,200.00 per year.

Points and Memberships: \$2,750.00 per year.

Editor: \$2,500.00 per year.

Jessica Bradley makes a motion to accept these paid positions for 2025. Alec Martin second it.

Motion carries.

Show and Contest Changes - WQHA approved adding the 3 non-pro classes, Horsemanship,

Showmanship, and Equitation. WQHA small fry stays 10 and under and will not have the

additional AQHA approval. Travis Born makes a motion to add Non-Pro Level One

Horsemanship, Showmanship, and Equitation to the slate of classes. Nikki Schultz second it.

Motion carries. Jessica Bradley makes a motion to change verbiage in show and contest rules from under 10 judges to at least 10 judges. Linda Berg second it. Motion carries.

Awards - Budget is \$12,700.00 from \$1 fees. District 5 & 6 donated \$500.00 and Wisconsin Horse Council also donated \$500.00. Award letters have not been sent yet. Once they are sent a due date will be given. 11/6/2024 is not the due date. Tim Schmahl makes a motion, as we designate someone who doesn't show to at least 10 judges or meet the 20 point requirement will receive WQHA show bucks to be used at the WQHA State Show. Grand will receive \$20.00 and Reserve will be \$10.00. With no vendor choices. Ron Miller second it. Motion carries. Travis Born opposes.

Banquet - LaSure's prices change every year at the new year. Please complete the survey that will be sent out with award letters.

Hall of Fame - Meeting is scheduled for 11/9/2024 at Jessica Bradley's home.

Midwest Horse Fair - Liability insurance needs to be renewed. Ron Miller will contact Kathy Doyle to ensure this. Missy Baker will chair a committee to plan Midwest Horse Fair and bring back information to the board to approve.

Memberships - 2 members from Colorado, otherwise no changes.

Newsletter & Directory - Missy Baker and Jessica Bradley will help contact people for advertisements.

Open Show - N/A

Scholarship - No applications received. Jessica Bradley makes a motion to use the silent auction money from the WQHA banquet towards awards for the subsequent year. Missy Baker second it. Motion carries. Pat Miller makes a motion to earmark the current amount in the WQHA scholarship fund, and can only be used in a financial emergency for other reasons. Jessica Bradley second it. Motion carries. Linda Berg opposes.

The board is deferring to the scholarship committee for the criteria of approval.

Show Coordination - N/A

State Show & Slots - State show and slots made about \$22,000.00 in 2024.

Travis Born makes a motion to defer to the State show committee to bring 3 options for locations of the 2025 State show by January 19, 2025 or we don't have the show. Stephanie Hicken second this. Motion carries.

Recreational Activities - Trail ride was great. Maybe setup times for some trail rides going forward. Great exposure for WQHA. Great to see some old faces. Tentatively, have the second annual trail ride October 3rd - 5th, 2025.

Website & Email Newsletter - Lisa Zurn - please add a blurb in the newsletter to have members tag WQHA on Facebook so we can see how our members are doing.

WI Horse Council - N/A

WQHA Queen - N/A

Youth - NYATT Congress results were 11th overall.

Old Business -

District Meeting minutes.

Bylaw changes - "All members of the WQHA Board of Directors must be current members of WQHA to count for a quorum and to vote at meetings. The membership chairperson shall verify and report the membership status at roll call in each meeting."

Jessica Bradley makes a motion to accept. Pat Miller second it. Motion carries.

Linda Berg would like the board to follow bylaws with reviewing contracts. Linda Berg would like to have the board monitor final committee financial reports at the conclusion of their activities.

New Business -

District 5 & 6 donated \$500.00 to WQHA awards. Pat Miller would like to donate approximately \$4,700.00 from District 5 & 6 to WQHA and to a separate WQHA savings account. District 5 & 6 would have to approve when or where the money would be spent.

Pat Miller researched some places to have clinics. Many people can't give stalls or afford to miss a weekend of lessons. Pat Miller thinks that summer might be best for a clinic.

February 22nd and 23rd 2025 will be a potential date for a clinic. Information needs to be brought back to the committee by 11/6/2024.

Ron Miller has been in contact with an accountant for the 1099's. Ron Miller needs all of the winners from the slots and then he will send the checks.

Travis Born makes a motion to raffle off a donated gun at the 2025 banquet. Jessica Bradley second it. Motion carries. Judy Zeitler will donate the gun.

Board members are expected to donate an item to the silent auction at the 2025 banquet.

Dates for the 2025 meetings:

January 19, 2025 9:00 am at LaSure's

March 18, 2025 6:30 pm at Radisson Hotel

May 20, 2025 6:30 pm at Radisson Hotel

July 22, 2025 6:30 pm at Radisson Hotel

September 16, 2025 6:30 pm at Radisson Hotel

November 1, 2025 9:00 am Show & Contest Meeting, 12:30 pm Annual Meeting at Radisson Hotel

Ron Miller makes a motion to adjourn the meeting at 5:12 pm. Alec Martin second it.