

Regional Club and International Committee  
December 16, 2019

Call to Order

Minutes

Committee Members Present: Kristen Reiter (Chairperson), Luke Northway, Kevin Griner

Non-Committee Board Members Present: Tom Hodges, Ken Johnson, Paula Gatewood

Staff Members Present: Lynette Thompson

Committee Members Absent: Christina Ottersbach, Megan Disselkoen, Billy Ready

Discussion

*Liability Insurance*

The committee continued discussion regarding methods to support our Regional Clubs. One of the financial hurdles many clubs face is securing insurance coverage for their events. Review of other breed club benefits, such as seen with AHA and APHA, shows that event insurance is provided to their regional clubs at a discounted rate. Discussion with insurance expert and member, Rich Maggard, reveals that the clubs might not be utilizing their insurance options to their best benefit. Lynette Thompson will continue the discussion initiated by the committee with Mr. Maggard to learn what options are available. In the meantime, the committee members will inquire with the Regional Clubs in their Territories to learn what they are currently utilizing for club and event insurance, if they are satisfied with their options, and if difficulties obtaining affordable insurance is preventing them from hosting events.

*Promotion*

Each Committee member was asked to identify Horse Fairs and Expos in their respective Territories and collect the following information for inclusion in an upcoming newsletter or Regional Club resource publication:

- Fair/Expo Name, Date(s) and Location
- Contact Information and Website address for more information
- Costs involved, if any
- For Example: Midwest Horse Fair  
April 17, 18, 19, 2020  
Alliant Energy Center, Madison, WI  
E-mail: [info@midwesthorsefair.com](mailto:info@midwesthorsefair.com)  
<https://midwesthorsefair.com/>  
Non-Profit 8x10' indoor booth = \$300  
Breed Demonstration Opportunities also available  
Must apply for Demonstrations and Stall Space *early*  
Next application available July 1, 2020

Several of the committee members were unaware of the promotional resources available from the ApHC for use in promotional booths or similar activities. This raises concerns that despite the advertising in the Appaloosa Journal and emailed announcements, we may have been unsuccessful in clearly communicating their availability. Promotional materials available upon request include videos, brochures, downloads, coloring pages and color pattern posters (most of which are also available via a PDF download on the website). Failure of clubs to safely return the pop-up banners in the past has prevented the availability of them to Regional Clubs for further use. The committee will research other options that may be more durable to better withstand frequent shipments and display.

Committee members commended the Marketing Department for their recent social media post highlighting the accomplishments of an Appaloosa outside of the breed ring in open competition. These forms of exposure and recognition will help build the club and generate outside interest.

#### *Regional Club Newsletter*

The prospect of offering a monthly Regional Club newsletter was discussed, with the purpose of providing an additional, more personalized outreach from the Club. Content would be comprised of some sort of educational information (ie teleconferencing, promotional materials, community activity ideas, etc) paired with current events and achievements submitted by Regional Clubs and their members. Each newsletter shall, ideally, contain photos, illustrations, video links, etc, to break up the columns of text and increase interest. One other suggestion would be to include past newsletters on the Regional Club portal for easy reference and referral. With the Club's blessing and approval of each edition, the newsletter will be distributed to current Regional Club officers and posted on the Regional Club website portal.

The idea of offering a Heritage (or ApHC Supporter) membership was mentioned while brainstorming and will be diverted to Marketing and Membership for further consideration.

Meeting Adjourned