



“Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved.”

BOARD OF DIRECTORS MEETING

Friday, January 10, 2025 @ 6:30pm Des Moines Marriott, 700 Grand Ave, Des Moines, IA

The meeting was called to order at 6:40 pm by President Tammi Adix.

Roll Call: Secretary Lindsay Black, Treasurer Codi Jo Heesch, Directors-at-Large: Craig Johnson, Jennifer Horton, Sarlynn Heston and Nikki Twogood. District Directors: Brian Hamrick (2), Kim Strong (4), Jackie Kincaid (5), Rosalie Carlson (7) and Ex-Officio Loren Meyer. Vice President Mitch Adkins and Becky Grier (1) arrived after the meeting was called to order. District 3 Director Lori Mennenga absent. Guests included: AQHA Directors Wade Ellerbroek, Bill Horton and Mary Ebnet. Kris Klingaman, Dave Albrecht and Cathi Luett also attended. Brena and Aubrey Adkins arrived later.

President: Tammi Adix started the meeting with a thank you to everyone for the year. The directors had appreciation gifts at their seats.

Vice President: Mitch Adkins did not have anything to report.

Secretary Report: The Board Minutes of December 15 had been emailed and reviewed to all prior to the meeting. Rosalie moved to approve the minutes as amended. Codi Jo seconded. Sarlynn did not vote. Minutes were approved.

Treasurer Report: We gained \$5,000 in 2024 on the certificates of deposit. The updated budget showed over \$11,000 in profits based off the total from all shows.

Ex-Officio: Nothing to report from Loren.

Social Media: Jennifer has been busy helping Brian promote the stallion auction.

OLD BUSINESS

Snowflake 2025: Brena reported the show is sold out with over 90 on the waiting list. They are having a pizza party sponsored by Barb Delf. Shannon Walker will be sponsoring again. Last year they gave it back in cash prizes. They are looking to give it back to the exhibitors directly. Brena will ask about jump outs if it's nice weather.

Stallion Auction 2025: Tammi complimented Brian on a job well done. Brian reported a total of \$72,200 sold during the auction with a few sold after totaling \$75,950 total so far.

Brian believes we are the only ones doing a printed catalog. Expenses are: \$314.78 printing, layout \$1,064 and assemble catalog \$650 for a total of \$2,229.43 to mail that catalog out. The ads sold in the catalog brought in \$2,400 with just one check to come in yet. We made a small profit with the amount of sponsorships we had. Brian thanked Lindsay for jumping in to get halter stallions back in the futurity and Shannon Walker for getting two great performance stallions in as well. We currently have 69 unsold stallion services available.

Denison Shows 2025: Tammi reached out to Jenny Hart in AQHA Show Department to hold priority dates if we did not have a show in 2025. Options for 2026 included dates and location will be investigated. Lindsay moved to suspend the 2025 Denison District 6 show, Jennifer seconded. Motion passed with Rosalie abstaining.

Banquet: We have 178 dinner reservations for Saturday night. It will be a full house.

Horse Protection Act: Mary Ebnet reported there have been no more meetings since the last meeting. The people in AQHA are working on it, she urged people to not overreact and jump the gun. They have a subcommittee meeting this coming Tuesday. Mitch reached out to Scott Neuman this week to find out what we need to do for Snowflake. Scott said AQHA has a plan to send a database of all shows for 2025 to USDA to fulfill the notification requirement. Neuman is hopeful there will be a stay put on the Horse Protection Act. While it won't be a permanent solution, his recommendations were to hold tight. Scott has communicated with Tim and Trish Schmahl (our show management). Mary recommends getting donations for the PAC silent auction. Those funds are used to help create support for our interests from our legislative representatives. Mitch asked Mary when her committee was made aware of the act. She stated it was over a year ago. This is a government policy that was passed by Congress in May. Mitch, Brian, and Craig expressed concerns about the lack of communication from AQHA in regards to this matter.

Horse Fair: Jackie gave an update and there was discussion of what to give away for swag this year. Last year we had 35 \$50 sponsors to go towards promotional products to give away. Giveaways options would be pens, bags, cups or something else. We have a double booth, cost is believed to be \$450. The event is March 21-23 with set up on Thursday evening. Holly Lindberg may be bringing her horse again for the avenue of breeds. We purchase two stalls at \$125 each and purchase bedding. Jackie will report back at the next meeting with sponsorships paid and most cost information on products.

Profit Sharing: Jennifer provided the summary on show sharing following the discussion at the December board meeting. Cathi Luett spoke for Lori stating their district had a very successful clinic last year. Kim would like to take this show sharing proposal to her district and Jackie would like to do the same. Loren made a motion for the directors to share the information with their districts, second by Kim, motion approved with Becky not voting.

NEW BUSINESS

Show Survey Results: Tammi presented the results from the shows survey sent to the membership. Jennifer went over some highlights. Discussion was held on how to have the office help to field questions and how to direct them. Brena will work on making a list of commonly asked questions. Codi pulled up the AQHA amateur ambassador information. It was recommended to have a whiteboard listing phone numbers. Lindsay made a recommendation to do a video webinar to play on a circuit at shows introducing board members and answering the most common questions.

AQHA Affiliate Agreement 2025: Tammi will make the affiliate agreement available for all board members to see. Bill chairs the AQHA Affiliate Advisory Board and recommends everyone reads it.

IQHA Websites: Tammi and Kim had discussed updating the ranch website. Currently we have separate websites and webmasters for the IQHA website and the ranch website. There has been a suggestion to incorporate both websites into one. Right now both sides pay \$300/quarter for hosting and updates. Jennifer recommended that we keep the ranchiq.com domain but incorporate it into the IQHA secure hosting website. It was noted the lack of a security certificate on the ranch website did not impact the security of credit card payments made through the site in any way. The ranch futurity committee will discuss the website tomorrow at their meeting. Jennifer noted that this could save the ranch committee money. This decision will be made at the next board meeting with the new board.

2025 Point Rules: Jennifer presented suggested updates to our point rules. After a brief discussion, Jennifer made a motion for Open and Amateur Performance awards for any AQHA performance classes and amateur walk trot, providing at least five IQHA-approved shows have the class. They must show under at least five judges throughout the show season to be counted unless class is not offered five times in which case three judges are required. With a second by Rosalie, motion passed.

Jennifer made a motion to include the new AQHA Level 1 Horse Non-Pro showmanship, horsemanship, and equitation to year-end awards providing it is offered to at least five judges throughout the show season. Year-end awards in these Level 1 Horse Non-Pro classes will fall under the open division awards. Amateur exhibitors must have their IQHA amateur sponsorship paid and youth exhibitors must have their IQHYA youth sponsorship paid to be eligible for the year-end awards. Level 1 Horse Non-Pro classes will not count towards any IQHA high point all around year-end awards. With a second by Sarlynn, motion carried.

National Directors Reports: Wade is on the nominations and credentials committee with Bill. There will be a vacant spot coming up for Iowa in a few years so we need to think

about who would be good. Wade is concerned about the use of credit cards on the ranch website since it is not secure. Wade also stated that back in the day they gave the president a gratuity of \$1,000. He recommended we do the same for Tammi. Bill commented that the industry is losing youth kids after they graduate. The trend we are seeing is that we see them come back as 40-year-olds. We need to get new young adults on the board. The AQHA Affiliate Advisory Board he chairs handles the grant process. Outreach is the intent for affiliate grant money. He is confident it will move forward in 2025. They are working on a plan to lower show approval fees for affiliates. Tammi noted that in the affiliate newsletter they highlighted Missouri for what they did with their money. Jennifer is on the youth committee and reported they have spent more time on young adult programs than youth this year. Mary stated that exhibitors want the whole 9 yards when offering classes. Minnesota holds a boot camp for kids and they sell out every year. Kids really like hands-on. Bill is checking on dates and locations that will work to move forward for this type of clinic in Iowa. Bill, Jennifer, and Mary will be the committee to keep this moving forward.

DISTRICT REPORTS

1 - Becky reported they are providing hot chocolate for the Snowflake show. She feels the current board format isn't helping to get younger people who can commit to serve.

2 - Brian said their next meeting is January 27. Their Hawkeye Classic show is Aug 21-24, 2025. They are adding gates to the cattle pens to ease sorting cattle and are considering a free ranch clinic the night before the show starts. Brian will work with Nick Wood to get more involved with their horse camp.

3 - Cathi will read Lori's report for District 3 at the membership meeting. She has fliers for the ranch clinic and they are hosting the 4th of July show again.

4 - Kim reported they had their December meeting in Russell with District 5. It was a short meeting with an ugly sweater contest. Codi Jo is working to do a clinic March 1 and 2 at her place with Stephen Hutchins. The cost will be \$750 and the main focus is cow horse.

5 - Jackie was re-elected and Sarlynn is secretary and second signature on checks. Grace Dehrkoop, Holly Limberg, and Mike Monahan are the OCAP award winners for 2024. They discussed holding a trail ride and potluck at Elk Rock Sept 26-28. Next meeting will be February 11 at Perkins in Altoona across from Prairie Meadows. They are considering doing a calendar for 2025.

7 - Rosalie reports the show dates for their show are May 18-21 in Denison. They are having a district meeting tomorrow at noon. Rosalie made a motion to give Tammi \$1,500 gratuity for 2024. Codi recommended we make it \$2,000. After discussion,

Rosalie amended her motion to pay Tammi \$2,000 for 2024 and Codi Jo \$500 for her work as treasurer. Jennifer seconded the motion. More discussion was had prior to the vote. Kim opposed, Mitch and Codi Jo did not vote. Motion approved.

Directors-at-Large Reports

Craig is pretty excited to work to get more professional commitment into committees and onto the board.

Jennifer had nothing further.

Sarlynn recommended using Microsoft Teams versus Zoom for the ones that can't make the drive to meetings. Mary stated it's hard to not have that face-to-face commitment. Mitch stated his wife works on Zoom. Sarlynn asked why the Minnesota show being held in Cedar Rapids was not IQHA-approved for year end award points. Mitch stated the show is privately-owned by TNT and IQHA had not been asked to approve it.

Nikki had nothing to report.

COMMITTEE REPORTS

Youth: Jennifer stated they are voting on a couple of rule change proposals at their annual meeting regarding year end awards and small fry classes. A custom Brock Purdy Pioneer jersey donated by Rob and Suzy Bohnsack will be auctioned off during the banquet.

Amateur: Brena intends to step down as chair. They had a great year. They are giving out awards worth over \$8,000.

Ranch: Loren reported the hottest growing event is team roping futurities. He and Bill are investigating adding it to our ranch futurity program, most likely for 2026. Kim discussed adding an open 3-year-old box drive box class for eligible offspring of enrolled stallions. They have also discussed an open extreme trail challenge. It would need to be held in Jacobson and would be sponsored with jackpot money. The ranch horse futurity committee meets at 11:00 am tomorrow and they will discuss these things.

Breeders: Brian had nothing further.

Outreach: Craig wants to get more professionals involved. He said we need to make sure we are asking them to get involved and recommended a professionals committee.

Show: Mitch sent an email to the show committee with things to think about for the coming year.

With no further business, Rosalie made a motion to adjourn the meeting, Loren seconded, meeting adjourned at 10:25 pm.