

## Natural Horsemanship Association (NHA) Annual General Meeting

**Date:** December, 8, 2013      **Time:** 2:45pm      **Location:** 204 King St W, Uxbridge, Ontario

**Present:** Laura Lorentsen, Marcie Isherwood, Annette Forkun, Lindsey Partridge (recorder)

**Regrets:** James Partridge

1.0 Agenda: Agenda Approved

2.0 Approval of Previous Minutes: not applicable (first annual general meeting)

3.0 Business Arising: not applicable (first annual general meeting)

### 4.0 New Business:

#### 4.1 Overall NHA Strategy

- Group discussed what the NHA has to offer, main themes included: promotion of natural horsemanship, hosting educational events/promotional events, discounts for various natural horsemanship events, directory, sharing natural horsemanship information, unbiased view of natural horsemanship, promoting natural horsemanship (nh) as a bigger group so that it can be easier for people to choose rather than conventional methods, giving nh a voice

#### 4.2 Website

- Update the directory, photos, information and logo
- ACTION: Lindsey to update the directory with NHA certified professionals first, followed by other. Any member can advertise in the directory once, additional times (multiple services) requires a partner package/additional fees. Event details to be set up, but dates finalized once other schedules have been finalized (hunter/jumper/dressage/endurance show schedules). Add new logo. Change the Lindsey Forkun Equestrian as site title to NHA. Update the member/partner/coaching benefits as discussed later in the meeting. Add link to Facebook page.

#### 4.3 Coaching Program

- Decided that only members that go through the process/certification with NHA will be awarded a level. If someone is a certified Parelli instructor, etc they can be listed in the directory as 'other' but will not be automatically granted a NHA level status.
- 4 members were awarded their NHA coaching certificates (2 Gold and 2 Silver).
- New coaching information will be posted to the website.
- Decided Silver level can certify bronze level, gold can certify gold and below, platinum can certify all levels.
- Benefits to coaches added: listing on the website, ability to use NHA logo on their website/advertising
- ACTION: Laura to finalize all items to be uploaded regarding the coaching program and give to Lindsey to put on the website. Laura to get at consensus from the board members before calling items final.

#### 4.4 Membership (Benefits & Strategy)

- A Natural Horsemanship Association Facebook Page was started.

- Starting a Photo Contest for the NHA website to be launched on the Facebook page – contest is to have your photo on the NHA website by posting a picture to the NHA Facebook page if it represents nh.
- Member benefits: insurance is not a viable option as a member benefit, members receive discounts to various NHA partners and events, newsletter/information, training question/answer, start a classified section and allow free classified posting (max 5 ads per month), coaching/mentorship program, shows/awards, free play days, posting on the events page as long as there is a discount to NHA members, membership card.
- ACTION: Annette to purchase self laminating business card sheets for making member cards

#### 4.5 Advertising & Marketing Strategy

- We started a facebook page and photo contest. Attend the Everything Equine Trade Show and promote the NHA and investigate other tradeshow for demonstrations.
- Invite other natural horsemanship coaches/trainers to a NHA event
- ACTION: Marcie to investigate other horse tradeshow to promote the NHA and do demonstration. Laura to investigate doing a demo at a dressage show and Lindsey to investigate doing a demo with a hunter/jumper show, and Marcie to investigate doing a demo for OCTRA.
- 2013 - Believe in Natural Horsemanship (lots of demos)
- ACTION: Annette investigate logo's on a T-shirts and hats (dark red, could be a polo shirt) example vistaprint.ca, imprint.ca, Pineridge Impress, spreadshirt, etc

#### 4.6 Facility Program:

- Group discussed that facility program should remain on hold until the coaching program has flourished. Investigate starting in 2014. Remove facilities directory for now.

#### 4.7 Personal Achievement Levels:

- To model the coaching levels but divided into 8 levels instead of 4, and it is only about what you can do with your horse (don't need to coach it or train it). Decided that levels will be awarded 1-8 (8 being the most difficult). With audition onsite or youtube video. Bronze can certify up to level 2, silver up to 4, and gold up to 6 and platinum all levels. Decided that ground and riding go together and advance up the ladder together (i.e. you can't be a level 6 riding but a level 4 ground for certification). No written or verbal test will accompany it.
- ACTION: Lindsey to create a write up of skills for the personal skills.

#### 4.8 2013 Events:

- Start with a NHA open house and invite trainers/coaches to the show and promote membership and listing on the directory. Promote this event as free. As an equine tradeshow but only for natural horsemanship. Invite vendors and charge a nominal cost. Group discussed that a tradeshow could be a plan for 2014, for this year to invite different nh coach/trainer to come to a playday.
- Playdays – free to members and invite coach/trainers from other nh areas to showcase

- Educational day
- Clinic Days for learning to get your NHA level/coaching level

#### 4.9 Partnerships:

- Connect with the OEF and see where NHA could fit in for collaboration – NHA is about understanding and connecting with horses and could compliment programs.
- ACTION: Wait until mid summer (after a few demos) and increased membership to decide on a plan of action to connect with the OEF.

#### 4.10 Videos

- ACTION: Lindsey to finalize videos for the NHA website and start a youtube channel

#### 4.11 2013 Board of Directors

- 2013 Board of Directors will remain the same as in 2012 with the exception of Marcie Isherwood filling the position of James Partridge of Board of Directors.

#### 5.0 Next Meeting:

- Saturday February 23, 3pm – 6pm at 204 King St W, Uxbridge Ontario