

Natural Horsemanship Association (NHA) Annual General Meeting

Date: February 23, 2013 **Time:** 3:15pm **Location:** 204 King St W, Uxbridge, Ontario

Present: Shelley Shopsowitz, Wendy Hayko, Marcie Isherwood, Annette Forkun, Lindsey Partridge (recorder), Laura Lorentson, Ryan Woodcox

Regrets:

1.0 Agenda: Agenda Approved

2.0 Approval of Previous Minutes: minutes reviews, date changed from 2013 to 2012

3.0 Business Arising:

3.2 Website

- Photos: Members to send pictures to Lindsey (partridgehorsehill@gmail.com) to update the website with, as well Lindsey can take photos from facebook page.
- To post in the directory requires a membership, to post in the upcoming events requires a basic partnership, and to be featured in the side panel requires higher level partnership. ACTION: Lindsey to update website including membership form.

3.3 Coaching Program

- Shelley worked on a Safety document and nutrition Information sheet for the coaching program. ACTION: Shelley to draft quizzes for each of these pieces to be included in the coaches program.

. 3.4 Membership (Benefits & Strategy)

- Member benefits: Lindsey looking into Tshirts and they are expensive (approx \$10 each even in bulk). Group decides we can investigate clothing in the future.
- Sunday July 21st: Natural Horsemanship Tradeshow
 - Free to members, or \$10 each
 - Demonstration, educational events, vendors/stables
- ACTION: Lindsey and Marcie to draft application form for vendors and demonstrators. Lindsey to keep track of applications.

3.5 Advertising & Marketing Strategy

- Discussed someone should maintain facebook page and make posts to keep it active. Decided a different person each month will be responsible. ACTION: Marcie will do remainder of February and March, Laura will do April, Lindsey will to May, and further to be decided.
- Everything Equine from UHA not happening this year. Decided to host our own tradeshow at Partridge Horse Hill.
- Marcie investigated other tradeshows: Lindsay tradeshow (All About Horses) – contacting via email. OCTRA – they host a clinic each year and in August have an event, and potentially through Pony Club too. Emails sent to blue star farm and spirit of the horse to investigate doing demos there.

ACTION: Marcie to investigate other horsey tradeshows 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)

3.6 Personal Achievement Levels:

- Laura worked on the personal levels – Lindsey to review first, revise and send out to the group for feedback.

3.7 2013 Events: Any partner can post an event.
NHA will host the tradeshow.

- 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 April 20, 3pm – 6pm at 204 King St W, Uxbridge Ontario