



APEX BoD Notes: 23 December 2008

Directors present: Anne Ayala, Stagg Newman, Cheryl Newman, Ann Stuart, John Crandell

Agenda:

Money matters

Next full member conference call (early Feb) – topics, clinicians

10 Jan classroom clinic weekend – registration status, publicity

Other 2009 clinics: schedule??? Virginia, Western Canada

Next newsletter

Other business – marketing

Next Regular Meeting: Tuesday, 20 January 2009, 8pm. Subsequent meetings: third Tuesday of the month, 8pm, e.g., 17 Feb).

Discussion:

→ Financials:

- The bank balance is ~\$5,030 with all bills paid at the end of November (fiscal close-out). Fiscal 2008 income was (in round numbers) \$39,000, with \$34,000 in expenses.

- Ideas for sponsorship??? All should contribute via email. What should the focus be for sponsorships (e.g., youth, international, teams, general AERC excellence awards???) Agenda item for January BoD call.

→ Next full member conference call in early February – topic suggestion has been the new FEI (and USEF) rules. Clinicians suggested: Anne Ayala and Joey Mattingley. Cheryl / Stagg to contact Joey.

→ Clinics:

- Jan 9, 10, 11 – Classroom clinic has about 18 folks thus far. Anne Ayala has ordered a 50-cup percolator, much approved. Payment for Sunday clinicians \$350-\$500 depending on number of attendees.
- Other 2009 clinics.
 - OD site clinic will not work in 2009, they are focused on stabilizing their support there.
 - Western Canada – w Terry O'Brennan – have re-pinged, no response; Stagg monitoring.
 - Eastern Canada – w Kim Woolsey is looking for a reprise of last year's. She is coming to the Jan clinic, further discussions then. Estimated date: 27-28 Feb.
 - North Carolina at Newman's mid-August. Topics and all tbd. Suggestions?

→ Other:

- We are having issues getting the active (vs passive website) marketing done for APEX. Leigh Ann Pauley has indicated that she would be willing to work into this area. Should we be looking to have her on the BoD?
- Since she does not appear to be working the active APEX marketing that looked to be her forte, should Troy Ball stay on the BoD, and / or remain APEX President?



- We have had multiple BoD calls where directors are missing without notification. BoD meetings are third Tuesday of the month. Should we have some minimum standard of attendance / excuse such as AERC does?