

April 9, 2013

## SEPHA MEETING MINUTES

SEPHA members met on April 9 at 6:30 for their monthly meeting at El Cazador Restaurant. There were 23 members present and two guests.

All nominations for club officers in March were unopposed; however Dave reminded members that we must make at least one vote for each person to make the election official. Jerry Shedd cast one vote for each elected officer and the votes were seconded by Susan Newton. New SEPHA officers are: David Tuggle, President; Reggie Meads, Vice President; Mandy Wrenn, Secretary; Alvin Petty, Treasurer; Susan Newton, Membership Coordinator.

Dave reported that the first horse show held by Southside Saddle Club went well and that SEPHA was supported well. SEPHA sponsored the Trail Class and it was a huge success.

Saturday, April 13 is the ACTHA ride at Dogwood Farm. Ann Walker spoke with members and encouraged everyone to come and participate or watch. Thursday night is the deadline for registering on the ACTHA website. At the time of the meeting, Ann reported having 44 pre-registered participants.

Ann also spoke with SEPHA members about joining, (as a club, family, or individual, The Virginia Horse Council. The annual cost is \$25 for individuals, \$50 for family, and \$100 for a club. Ann stressed the importance of building up membership in the council (currently there are 234 members statewide). This year The Virginia Horse Council is hosting a Legislative Trail Ride and they are asking for donations to place in the goodie bags for participants.

Dave announced that he is on the Pittsylvania County Agriculture Board. The members deal mostly with cattle and tobacco issues and very little equine. Dave urged all members to bring ideas to him on improving ways the county can help horse owners and address issues or assistance they would like to see from the county.

Dave reminded members that April 27 is the St. Jude Ride at Cloverdale Farm. Event starts at 10:00.

SEPHA will hold an equine boot fitting clinic sometime in May. The date will be announced soon.

May 18 is the Riceville/Java Volunteer Fire Department Horse Show.

In June SEPHA will hold a de-spooking clinic being held at Lisa Geyer's farm. A date will be announced soon. Members will be able to work with their horses in hand and in the saddle utilizing a fenced in wooded lot as well as the arena.

The three competitors for the Colt Starter Challenge have been selected. Go to the SEPHA website or Facebook page to read about each competitor.

Paul Nichols spoke with SEFHA members about advertising for the 2013 Colt Starter Challenge. Paul discussed a very competitive and cost effect way of reaching the horse owner population through video marketing. Paul proposed that he could do a 2-3 minute video promoting SEFHA and the Colt Starter Challenge and place it on Facebook. The “pay per click” method would allow interested people to watch our video and SEFHA would be charged .65 cents per click. SEFHA would be able to control the amount of money they want to post on our pay per click account. Paul Nichols charges \$275.00 to make the video and install it on Facebook, our website and also on YouTube.

Jerry Shedd made a motion that SEFHA utilize the video marketing, with Ann Walker making a second motion, all members voted in favor.

With there being no further business to discuss, the meeting was adjourned at 8:10.

Respectfully submitted,

Lisa Geyer

Secretary