

# **Emergency Meeting of ALSA**

## **BOD Meeting Minutes: July 16, 2008**

**The emergency ALSA BOD meeting was called to order by President, Mary Beth McCormick, at 8:03 p.m. EDT**

### **ROLL CALL:**

#### **Members present:**

Mary Beth McCormick – President  
Kay Sharpnack – Vice President  
Marilyn Nenni – Secretary  
Julie Heggie – Board Member  
Bob LaMorte – Board Member  
Cathie Kindler – Board Member  
MaryAlice Pilbin – Board Member  
Wayne Rankin – Treasurer

#### **Guests present:**

Norris Berg – Grand National Committee Chair  
Joe Payne – Finance Committee Chair

### **PROCEEDINGS:**

#### **1. 2008 Grand National Show:**

Chair of the Grand National Committee, Norris Berg, outlined the National Show situation: Plans were presented to cut costs at the 2008 Grand National Show.

#### **Banquet, Cocktail Party, and Youth Meals:**

To prevent raising the cost of stall fees, entry fees, etc, all food events will be on a “pay as you use” basis.

In the planning stages, these events will be combined and held Friday night. Working on a Western BBQ buffet style meal and trying to keep costs between \$15 -\$20 a person. Special meals for the youth at a reasonable cost. This will allow exhibitors the opportunity to visit with friends from across the country and if desired, go out to eat and visit with them. Entertainment will be provided. Search is currently underway with costs in mind. Award presentation and recognition will be held during the Western BBQ. (cost of the meal includes tax, tip, and no one will use gas/diesel getting there!)

#### **Financial Notes for consideration:**

- Trophies & ribbons are paid for from sponsorships.
- Ribbons cost is approximately \$7,000.00.
- Current 2008 sponsorships total \$17,500.00.
- Attempts will be made to negotiate for 300 guaranteed stalls rather than the normal 400 guaranteed stalls.
- Numbers received as a result of the Survey to the membership may not fill 300 stalls.
- If only 270 stalls are rented completely, loss may still be close to \$20,000.00 for ALSA
- Not only are sponsorships needed for ribbons, trophies, & premiums, but number of rented stalls, number of animals, and number of classes entered plays a large part in the necessary income for this show. Youth and performance entries are important and rates for entry will remain the same. Youth fees are \$25 per class which is half the adult entry fee.
- 2007 Comparison: 468 stalls rented, 800 class entries, approximately 530 animals, and approximately 200 farms attended. Sponsorships totaled a little over \$40,000.00. Total expenses were \$125,000.00 which included all costs for all areas. Premiums awarded totaled \$34,000.00.

#### **Points of Discussion:**

The best educated guess as to attendance will still not solve the problem facing this year’s show. The worst that could happen is that ALSA could lose \$20,000 to \$30,000. Considerations were discussed as to the long-range problems that would possibly result from canceling the 2008 Grand National Show at this time. Although

ALSA could be losing monies on this event, if the show was to be cancelled, looking ahead to the ALSA membership, the future loss could be much greater than this immediate financial loss. It was felt that the 2008 Grand National Show must go on even with a substantial loss. In order to make this show work, the bottom line is that the stalls must be filled.

Kay made a motion that ALSA will continue to have a 2008 Grand National Show. Cathie seconded. Motion was passed by a unanimous vote.

### **Support for Decision:**

Efforts must be made to raise monies instead of losing 20,000 – 30,000. Suggestions were made to amend the 2008 show qualifications rules to encourage increased attendance that would benefit both the Regional shows and the Grand National Show. Many possibilities for increasing 2008 attendance were evaluated and discussed extensively.

Kay made a motion that the 2008 Regional Shows are to be open to everyone. Placings 1<sup>st</sup> through 6<sup>th</sup> will qualify for the 2008 Grand National Show. Bob seconded. Roll call vote: Julie, no; Marilyn, yes; Kay, yes; MaryAlice, yes; Bob, yes; Cathie, no. Motion passed by a majority – 4 to 2. This change should add a 25% plus increase to attendance at Regionals and possibly get more animals to Nationals and allow some first time exhibitors to attend and enjoy the Grand Nationals for the first time. The Grand National Committee has recommended a change to the ALSA Handbook, Part B, Section 2, para R2c: delete the word “corporate”. “This committee with representation from each region should provide better coverage from each region of the country and result in the attainment of more sponsorships.”

Kay made a motion that all 1<sup>st</sup> and 2<sup>nd</sup> place animals at any ALSA Show held since the 2007 Grand National Show are automatically qualified for the 2008 Grand National. (this year, 2008, only). Marilyn seconded. Roll call vote: Julie, no; Marilyn, yes; Kay, yes; MaryAlice, yes; Bob, no; Cathie, no. President voted “yes” to break the tie. Motion passed by a majority – 4 to 3.

A mass email will be sent out to notify the membership ASAP so plans can be made.

National Show premiums will be determined by the number of sponsorships and the number of animals attending this year’s National Show.

Marilyn will talk with Norris regarding some incentives and promotions for 2008. It is imperative that everyone, including the membership, work to obtain sponsorships and to encourage attendance in order to make this year’s show work. Sponsorships of all amounts will be welcomed. Anyone contributing \$100.00 will receive a business card ad in the show program and listed on the ALSA website with a link to their own personal website.

Thanks were expressed to Norris Berg and Joe Payne for joining us during this part of the meeting.

## **2. Executive Secretary’s New Contract:**

A letter was reviewed to send to Cheryl Ryberg regarding the revised contract and advising her of dates of her “first right of refusal” that is written in her current contract. Bob made a motion to accept the letter as written. Marilyn seconded. Motion passed unanimously.

The new contract for the ALSA Executive Secretary for 2009 was reviewed and details discussed.

Kay called for a roll call vote to accept the new Executive Secretary contract, with changes noted: Julie, yes; Marilyn, yes; Kay, yes; MaryAlice, yes; Bob, yes; Cathie, yes. Motion carried by a unanimous vote.

A new contract for the position of ALSA Executive Secretary will be sent to Cheryl by certified mail, return receipt requested.. As per her current contract, she has until August 29, 2008 to present any negotiations to the BOD and sign a new contract with the BOD for 2009.

Cathie made a motion to approve the BOD minutes of July 8, 2008. Julie seconded. Motion carried unanimously.

## **MEETING ADJOURNED:**

Julie made a motion to adjourn the meeting at 11:40 p.m. Kay seconded. Motion carried unanimously. Meeting was adjourned at 11:40 p.m.

**Minutes Approved:** August 12, 2008

**Marilyn Nenni,  
Secretary**