

Morgan Single Footing Assn.
September 20, 2009 Meeting Minutes

Present: Gary Gray, President; Brent Skidmore, Vice Pres.; Janet Hunter, Sec/Treas; Bruce Olson, Advisor; Ken Thomas, Advisor; Kathleen Fisher, Advisor; Heidi Sutton, Web Master; Auggie DeSchepper, Advertising Specialist.

#1- There was a discussion about the resignation of Gary Seibert as advisor.

#2 – Newsletter: Gary G. does not have a volunteer replacement editor for Vali as yet. He will talk to Vali about doing the fall issue. Brent emphasized that we need to help the editor in any way we can.

#3 – Membership: Bruce has gone through about 10% of the lists Janet sent him. A few reasons he has been given by past members for not joining have been: They only want to ride; the organization does not serve them well; sold their Morgan. Bruce will prepare a form/questionnaire so that the questions he asks will be consistent and will try to see what members want of this organization. He will prepare a form for the web site for visitors/members to fill out.

Bruce knows Dr. Robert Miller, DMV who tours the world doing seminars with equine clinicians. One is a Morgan enthusiast, Eitan Beth-Halachmy. He will ask him if he would write an article about Morgans that we could publish in the newsletter and put on the web site.

Gary asked if anyone had solicited new members? None so far.

#4 – Stallion Auction: it was proposed that we have one this spring. We will discuss this next meeting.

#5 – Advertising: Auggie checked into ads in the Equine Journal, as they are less expensive than other magazines. Their circulation is only east of the Mississippi River. Trail Rider and Trail Blazer do not have their 2010 advertising schedule ready yet. Gary asked which magazine would be best. Auggie stated the Trail Rider has the largest circulation. Ken said he got the best response from our first group ad in the T.R., but none from the next ad. Heidi told of a saddle maker friend of hers who took out an ad in the T.R. which garnered few responses. She later wrote an article on saddle making and got a large response. Gary knows of an article on gaited Morgans and will contact the author to see if we could get in published in the T.R.

Bruce asked if there was a way to make our url higher on the search engine lists. He feels more people are using the internet and fewer will be reading magazines in the future. Auggie stated that the Trail Blazer post all their magazine ads on their on-line site, too. Kathleen also agreed that the internet is the future. She suggested that we have a blog on our site about any gaited Morgans that are sold.

No other topics were raised.

Gary G. will inform us of our next meeting, probably in 2-3 weeks.
Meeting adjourned.

Respectfully submitted,

Janet Hunter, Secretary/Treasurer

** Let Gary Gray know if you have any additions or corrections to these minutes. gary_l_gray22@msn.com