



APEX BoD Notes: 10 January 2009

Directors present: Anne Ayala, Stagg Newman, Cheryl Newman, Ann Stuart, Dinah Rojek; guest: Leigh Ann Pauley

Agenda:

- Marketing
- APEX sponsorships / scholarships
- Board of Directors membership

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

Discussion:

→ Marketing: Ideas for reaching out to potential advertising avenues were discussed; Leigh Ann will pursue.

→ APEX sponsorships / scholarships:

- APEX should provide 'grants' of attendance at clinics.
 - Full grants to classroom clinics
 - Either full or partial grants to with horse clinics
 - Limited full membership grants can also be considered
 - Grants consist of tuition, not expenses
 - Applicants for grants must be APEX members
 - Grants should be applied for, and applications reviewed.
 - The program will be advertised in general on the APEX web site, and via email to the membership via newsletter, and in clinic flyers. APEX membership must be in place some time prior to grant application.
 - Items left on the table:
 - grant application form;
 - amount of time pre-application someone should be an APEX member; who reviews the applications;
 - what criteria / what are we really looking for – should be in the application form.
- APEX should not in general be providing prizes at AERC rides

→ Board of Directors membership

- We need to have criteria for participation and dismissal for unexcused absences.
- John Crandell is willing to be a clinician per discussion with Stagg, but has insufficient time to really devote to being a full Board member.
- We are totally unclear whether or not Troy Ball has the time, energy, or desire to be a member of the Board, much the less President of APEX. She has been missing from virtually all 2008 APEX events, including local events, and repeatedly from BoD calls without notification. Dinah Rojek will pose the question.