

AMERICAN DRIVING SOCIETY EXECUTIVE COMMITTEE MINUTES  
July 8, 2010

President Jim Keathley opened the meeting at 7:00 PM CDT

Present were Executive Committee members Jim Keathley, Pat Cheatham, Bill Lawson, Ann Davis, Dana Bright, and Susie Koos Acker. Also present were presenters Paige Horine and Maureen Harkcom.

**Marketing Committee Report**

Paige Horine, Marketing Committee Chair stated that most of the work this year in the Marketing Committee is being done through the Breed Partners Sub-committee. She turned the report over the Maureen Harkcom, Sub-committee Chair.

The ADS Breed Partners program is going well. Presently The ADS at this date has official partner agreements with the American Haflinger Registry, the American Morgan Horse Association, the Friesian Horse Association of North America, the Norwegian Fjord Horse Registry, and the Welsh Pony and Cob Society of America. Further, the ADS has been working for several months with representatives from the Saddlebred Horse Association, the American Quarter Horse Association, and the American Miniature Horse Association (AMHR). In the addition to these breeds, representatives from the Shetlands, the Connemara, and the AMAR (a second miniature horse association) joined a telephone conference on July 7 and are also interested in establishing partnerships.

Mrs. Harkcom stated that breed representatives are very enthusiastic about the partnerships, but made clear that the benefits have to be two-way in order to sustain the relationships over the long term. During the July 7 conference, ideas on articles, photograph exchanges, ADS presence at major shows and annual meetings, invitations to Webinars, mailings, and many other good ideas were discussed.

**2010 Membership meeting and Board of Directors meetings at the Gayla Driving Center, Lexington, during WEG**

The Executive Director reported that since this Membership meeting is the 35<sup>th</sup> Anniversary, she is looking for special wine glasses. It was also suggested that the ADS have a drawing with a prize of a nice set of Commemorative wine glasses. The committee agreed this was a good idea.

The Executive Committee discussed the agendas for the three meetings: Membership, Special Meeting of the New Board to Elect Officers; and the Meeting of the Old BOD, as required by ADS By-Laws. Because of lack of time, the meeting of the old Board will have to be short. There was agreement that after the meeting was called to order, the Board would handle only time sensitive matters and then adjourn for reconvening on October 28 via GoToMeetings. President Keathley agreed to write a cover letter (to go with the member packets that will be inserted into the August Whip) explaining the process and how the Board of Directors meeting would be handled with the shortness of time.

The Executive Committee discussed what would be sold at the ADS booth and ADS branding, with a final decision at the July 15 Executive Committee conference call.

### **Other Business**

The Proxy Form is now revised for the October 8, 2010 Membership meeting and will be available through the Website, the Whip, and the Wheelhorse.

The Trail Guide is now on the ADS Website.

The Come Drive with Us flyers is just about complete.

The Executive Committee members agreed that there needs to be a change made with the Regional Directors Standing Committee, calling it a Council rather than Committee. Secretary Davis agreed to send an email to John Freiburger, Chair of the Regional Directors Committee, asking that the Regional Directors consider this change and put it into the form of a motions at the next BOD meeting.

### **Approval of the Minutes**

*Susan Koso moved approval of the Executive Committee minutes of June 17, 201. The motion passed with no dissention.*

**With no further business the meeting was adjourned at 8:20 PM CDT.**

Submitted by: Ann Davis, ADS Secretary

Date: July 10, 2010

**Next Meeting is July 8. Chair Tom Knicker of the Combined Driving Committee, Chair Simon Rosenman of the Rules Committee, and Chair Debbie Banfield of the Disabled Drivers Special Committee will be making reports.**