

DCFTHBA NOVEMBER 2008 NEWSLETTER

The November meeting of the DCFTHBA is at the Larkin's Restaurant on November 20th eat at six and meeting at seven. Thanks to Nancy Burns for making the arrangements. The election of officers for DCFTHBA is complete and listed below.

Cecil Huff - President
Nancy Burns - Vice President
Secretary - Rene Carlino
Treasurer - Wilma Hamby
Board Member - Bob Wheeler

I would like to thank the officers and board members for their work and sacrifice to keep this organization going. We also have great committee people that do lots of work and are essential to keep the association on track.

Thanks to past President Frank Williams and Mary for a job well done!

This is surely the most active affiliate within the MFTHBA for trail rides - 62 for the year - Way to go Dale Lawson and friends.

I appreciate all the support for my election to the MFTHBA board of directors!

- The first meeting of the MFTHBA is behind us- over 4 hours and our President Jim Mann got us through it.
- We had 4 BOD on conference call.
- Paul Martin made some head way with the Forest Service and MFTHBA in developing a memorandum of understanding on trails and their maintenance.
- I have included a draft of a Co-op advertising submitted to the MFTHBA. It was agreed to consider it at the December meeting.
- If you have input email me, chuff@bucksandspurs.com

Rough Draft of Co-op ad program

- Co-op advertising program for the MFTHBA
- Co-op ads to reach out to all media not just horse magazines (AARP, Ladies Home Journal, Family magazines-more suggestion?)

Open to all members

- Information about co-op ads to be placed on website and in the Journal
- Office to retain list of those wanting to co-op advertise.
- Offered to Fox Trot Service Net members first than to general membership.
- Ad to be pre-paid at time of booking space.
- Maximum of 2 pictures to be submitted by each advertiser. The media design professionals to pick which pictures to use and how they will be displayed to give the ad the maximum impact. (Hopefully, an objective screening of pictures to use.)

- All ad copies to be approved by participants prior to going to final media output.
- All ads to mention the following:
 - a) Spring Show and Three Year Old Futurity
 - b) Fall Show and Celebration
- MFTHBA to pay pro-rata share of ad cost.
- Ad to include participants name, city and state, website, email and phone number.
- All ads to have a disclaimer "MFTHBA is not responsible for any claims made by those advertising horses, products or services in this advertisement."
- Minimum of, 6 advertisers per full page - Maximum of 10 advertisers per full page.

Contact information for MFTHBA

Cecil Huff

Region 6

Happy Trails

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