

Editorial Committee Minutes: 10/26/2023

Attendance: John Dumford, Charlotte Dumford, Jason Tice, Laurie Williams, Lara Schenck

Budget Information:

Measure-Goal:	Actual:
Revenue-Budget: \$	Revenue Actual: \$
Expense-Budget: \$	Expense Actual: \$

Strategic Planning Goal:

4.4 Sponsor genetic research-

- 4.4.1 Goal-Reach out to various Universities and Foundations to help support their research. Help promote their research through our magazine and social media channels to help get the information out to the public.
- 4.4.2 Lead Assignment-Editorial Committee
 - 4.4.2.1 Support Assignment-Board of Directors, Education Committee, Staff

Meeting called to order at 6:00 p.m. CDT by John Dumford

John asked about the progress of the Cover article. Laurie Williams stated that Mark McGowan will be the author. Charlotte Dumford & John will follow up with him.

John stated that the Oklahoma State Fair article looked good, and complimented the number of pictures. John asked Laurie if she could upload the pictures from this article into the Google Drive and Laurie agreed.

Charlotte said that the genetic testing article should be ready by Nov. 4th or 5th.

John stated that Tanya Hodges will write an article about the dressage clinic given by Jenny Veenstra at the Mare Show. This article will be included as part of the Mare Show activities. Lori Ann confirmed that she will be taking pictures of the dressage clinic, and that she will also write an article about the Mare Show. This will be a late contribution. Due to this, John asked about deadline date for submissions, as the Mare Show date complicates things. John would like to wait until we get the Mare Show coverage before publishing this issue. Laurie said that the holidays also complicate the release date. Laurie would like to receive the Mare Show articles by Nov 21st. These would be the last contributions; she wants everything else submitted and ready to be published before that date. Charlotte felt that Lori Ann and Tanya Hodges can expedite their articles, as both are competent writers.

John stated that we are including Keuring results & photos and asked if we had photos. Jason Tice stated that he has loaded all of the photos that have been sent to him into the Google Drive. These pictures aren't marked with



owners or horse names. Lara Schenck will cross reference keuring results from the FHANA website with horse numbers in the pictures and try to pair the pictures up with their identifying information.

John stated that he heard that Lone Star may form a new chapter in Texas. He asked if an article would be prepared in the next issue, as it hasn't been voted on by the board. Jason said that they have reserved and paid for an ad, but no other news has been released.

John asked about the status of the ads in this issue. Laurie counted 16 interior ads, plus 2 full-size ads. She stated that 18 interior pages will be occupied by ads. There were a total of 7 ads in the last issue, so ad space has seen good improvement.

John asked if we anticipate an article shortage. Laurie stated she wants to see articles go into the Google Drive so that she can get a better idea of length before reaching a conclusion. She would like to save some space at the front of the issue for the Mare Show articles, but this could create difficulties with the layout and design because we can't predict the length of the submissions.

John stated that Gail Aumiller forwarded an article from a carriage magazine about sjees carriages, and that she's brainstorming on an article for the next issue.

Lara stated that she will finish the Tips & Tricks article by this weekend.

Jason asked about removing the Bonanza Ranch ads. Laurie confirmed that she would and amended the number of ads in this issue to 16 interior ads.

