

## **ApHC Sale Committee meetings – August 1<sup>st</sup> and 4<sup>th</sup> 2017**

### Attendance

*Board Members:* Sean Schembri, Todd Michael, Tom Hodges, Ken Johnson, Megan Disselkoen, Terie Clark, Dena Raggio, David Johnson

*Staff:* Steve Taylor, Lauren McCleary, Sandra Rumney

### **August 1<sup>st</sup> :**

Committee discussed the World Sale consignment start date and reviewed deadlines. The deadline has been published as Sept. 25<sup>th</sup>. Late entries will be charged fees and may not be included in catalogue and videos.

Superior Productions has recommended an Auctioneer.

Discussion over whether frozen semen can be included in World Sale and what the consignment fee would look like.

BOD will keep reaching out to breeders and sponsors.

Marketing Department has made an advertisement commercial for RideTV and will be running ads in AJ Aug-Oct. The Sale will also be strongly promoted on Social Media.

Stallion Service Auction- Need to set dates and begin promoting the event. Todd Michael will send the committee an email a review of previous Auctions before next meeting. All in agreement that details need to be flushed out by the end of August.

### **August 4<sup>th</sup>:**

Discussion about Stallion Service Auction

-Concerns about people tired of waiting for 2 year old incentive. Discussion over possible transition to Weanling and Yearling classes.

-Dates of the Sale: December 14-16<sup>th</sup>, 2017

-December 1: Accept last Stallion