

TREASURER'S REPORT

Submitted by Melody Hull

The income for July 1, 2007 through June 30, 2008 was \$15,756.04; expenses for the same period were \$14,176.43. Income generated included membership, registration, transfers, merchandise, advertising and auction. Last year's expenses included an annual meeting expense, printing, utilities (phone), awards, advertising and breed promotion.

REGISTRAR'S REPORT

Submitted by Tom Hull

45 New Registrations ♦ 20 Transfers ♦ 11 Partbred Registrations

Biggest Problem - Delay because members not filling in the DNA information of the parents when sending in DNA test. Without this information the horse cannot be proven. If the member does not have this information they may get it from me by email - tom@lipizzan.org.

Registration information is still being exchanged between LANA and USLR upon request.

Database Information: We have now researched and registered 940 purebred Lipizzans throughout North America. Our research database contains a minimum of 5 generations of information on over 1080 additional purebreds born in North America or imported into North America and over 610 additional purebreds throughout the rest of the world. (Total of over 2630 Lipizzans proven to 5 generations.) In addition to this we have historical genealogy data on over 1882 other Lipizzans dating back to the 18th century. We are constantly updating our research database with information from around the world as well as the North American continent.

LANA MERCHANDISE

Submitted by Dr. Delphi Toth

LANA sells merchandise through its website: www.lipizzan.org/store.html and blog: <http://lipizzanassociationofnorthamerica.blogspot.com/>. The primary purpose of the merchandise program is to promote the Lipizzan breed. There are currently hundreds of products available, including DVDs, books, art work, bronze sculptures, mugs, clothing and many other items. New items are added often. With the continuing upgrading of the LANA website, the merchandise has been moving briskly, with customers ordering from all over the world, not just from the USA. Gross sales for the fiscal 2007-2008 year totaled \$5785, an 8% increase over the previous year. After expenses, merchandise remains solvent.

ADVERTISING REPORT

Submitted by Sandy Heaberlin

The 2007-2008 advertising year was especially fine. LANA expanded its advertising program to regularly advertise in *Equine Journal*, *Horse of Kings* and *Dressage Today*. We have experimented with web advertising with *Horse of Kings* as well as the printed publication. A full page co-op ad ran last year in *Dressage Today*. Watch for an upcoming issue of *Horse Illustrated* for the latest article and advertising. Additionally, the Breeder's Corner, website advertising and *Haute Ecole* magazine generated revenue in excess of \$4,500. We are happy to announce that the *Haute Ecole* magazine continues to run in the black each issue.