

**New England Dressage Association  
Board of Directors  
Summary of Meeting  
June 15, 2011**

Participating in person: KMcHugh, ADane, DCarr-Kirk, SStorbeck, LJohnson, APrenosil, LMendenhall, SEdelen, AYama, KHickerson, PCormier, HStone, KSwanfeldt, GBrockway, KO'Connor, JSheehan, BJenkins

Participating via conference call: SMcKeown, JDillon, SDavenport

Participating via conference call by invitation of the board: Fern Feldman (for the Dressage 4 Kids discussion only)

### **Secretary's Report**

It was **VOTED** to approve the minutes for the May meeting. The board asked Heather Stone to prepare a summary of the May meeting for posting on the website.

### **Financial Report and Treasurer's Report**

There was a finance committee meeting this month, of which Alexandra was the chairperson. The committee discussed the fall show revised budget based on the addition of the para-equestrian show, and also a report by an investment professional that was undertaken to inform the committee about ideas and best practices from other groups.

Carol Gordon circulated the actual vs. budget information for June prior to the meeting.

Sue McKeown circulated the May investment performance report prior to the meeting.

After discussion, it was **VOTED** to accept the financial report and the treasurer's report.

### **NEDA Calendar**

Prior to the meeting, Debbie Carr-Kirk emailed the board about the NEDA calendar. I wanted to give the board an update on the NEDA calendar. I have received quotes from 4 printers. At this point, I'd like to ask all board members for any and all dates for 2012 NEDA events. I understand that we may not have all the events figured out at this point but whatever you have would be appreciated. The calendar will not go to print for another 3 to 5 weeks so we will have time to add dates for the next 3 weeks or so.

### **Dressage For Kids**

Fern Feldman joined the meeting via conference call to discuss D4K's request to use NEDA's judges houses. Historically, NEDA has charged \$200 per house to rent the judges houses. However, D4K is a non-profit and the other organizations that have used the houses have been for-profit entities. After extensive discussion, the board **VOTED** to allow D4K to use the judges houses in exchange for \$1,000 of equal value sponsorship (such as a full page advertisement in the program for Fall Festival and Fall Weekend and advertisements/banners alongside the rings that their use has been provided by NEDA), plus their commitment to help NEDA reach out to juniors and young riders, increase the junior and young rider membership for NEDA and increase the junior and young rider volunteer

presence at the Fall Festival. This would also help NEDA's goal of reaching out to juniors and young riders.

### **Mid Year Budget Review**

The board undertook a mid-year review of the budget. After discussion, the board **VOTED** to adjust the following budgets based on actual or revised projections from the coordinators/managers: Fall Show, Membership, Sponsorship, Fall Weekend, Spring Symposium, Stallion auction, L Program and TIP. Beth agreed to work with Carol to circulate a revised budget after the meeting.

### **Convention Delegates**

Sue McKeown and Linda Mendenhall will be PM delegates (NEDA gets 8 delegates and there are 6 candidates). There will be 9 delegates total, and Kathy is soliciting interest from those who are interested.

### **NEDA Facebook Presence and Social Media**

Alison gave the board an update on NEDA's facebook page. Several juniors mentioned to Linda Mendenhall that NEDA should have a Jr/YR page on facebook, so Alison agreed to work with Linda on implementing that.

### **NEDA Boutique**

Karin Swanfeldt found an embroiderer for the year end award jackets that is substantially cheaper than prior vendors, with better embroidery quality. This vendor can also create a link from NEDA's website to his website, provide NEDA with samples, and deal with orders directly. His products are high quality, and he'll also embroider our specific products if possible. If NEDA wanted to buy some inventory and have it embroidered for shows, etc. then that's also possible. After discussion, the board **VOTED** to have this vendor do the year end awards jackets. In addition, Beth Jenkins found a vendor in PA with a local rep who will do the same type of deal. The board will consider these two options for the future as a NEDA boutique type of arrangement.

### **Coordinator Reports**

#### **Technology –**

The membership conversion is happening, but is taking awhile. It will be completed before the September 1<sup>st</sup> push to start 2012 memberships.

#### **Fall Show –**

Beth Jenkins reported the following. Phyllis just sent out an impressive sponsorship report. It is very clear that our sponsor gurus are doing a super job. She did send out the Patron Agreement for the Fall Festival. As for this year Fall Festival, I am absolutely looney upgrading the computer systems, moving from Windows XP to Windows 7, and working with upgraded software. I am also working on splitting my huge database into modules so that pieces of it can be handed off to people with elementary Access knowledge. Already, I have handed the stabling module to DCK and she works really independently to slip horses into their stalls. HITS will start next week on building the two more judge houses. And they have not said no to building a ramp for the paras. I have received ramp blueprints from Lloyd Landkamer and have copied them

and will send them off to HITS. Sponsor activities are starting up early this year.... I have 19 contracts now. We have picked up two new vendors: People on Horses from Burbank CA and Tack Trunk from Ohio. EQ Bling is also signed up. Website is updated with Cash for Gold prominently displayed. I plowed thru the tentative schedule and so it is also posted. The FVD template is finished and ready for Opening Day next month. Checking account is balanced. Bills and deposits are paid.

### **Sport Horse –**

Kathy Hickerson reported the following. Handling Clinic. The handling clinic went quite well at the new facility. Thanks to Five Oaks Equestrian in Tolland CT and Kirsten Rothman. We had our own dedicated barn. The arena was very nice, although slightly narrow for the triangle, but worked fine for the clinic. We didn't get that many auditors 15-20. A few participants dropped out, due to the move, but it actually worked fine with a few less horses. Elizabeth Preston with the help from Carole MacDonald put together an excellent slide presentation for Bobby Murray to speak from. It was nice that it showed horses and handlers from around the New England series shows. We had quite a few new people that entered with their horses, that we will see competing in the breed show series. We lost money (approx \$400, waiting for the final \$ to come in), but we achieved the education that we wanted and drew in a few new participants. Thanks to Elizabeth Preston for doing a super job on her first clinic for NEDA and being on top of everything getting a new place. Breed Show Series. Brookside Equestrian Center is applying to have a 2nd day to their breed show on the Sunday Following. It will be a double header (2 separate shows) so that people can have an opportunity for 2 different qualifying scores. August 27-28. As soon as we know it is official, we will update the website and email news to let people know the change to a 2 day, 2 separate shows. Windswept Farm has put paperwork also for 2 day breed shows on August 13-14. The owner Robin is very enthusiastic about having this show and interested in running one every year. Kerstin Witascek, Rachel Erhlich, Sue Bradley and Debbie Rheinhardt have been very helpful at putting this together with Robin. Paperwork is in and they are searching for judges to hire. They did ask if NEDA could either provide them with a temporary key to use Foxvillage or fund it for them, where they would pay it back. With these 3 additional shows, we have plenty of shows in the New England area for qualifying scores now. All the shows are in August this year, except for the ones in NY. Windswept will be trying to do an earlier show since August is packed full. We also still hope to have a show next year in VT with Mary Piro. Programs for Breed Shows. Kendra Hansis is working with the shows putting together a special Breed Show program for each show that will explain how the breed shows are conducted along with more pedigree information for spectators. Sporthorse Clinic for 2012. Elizabeth Preston has agreed to manage the Sporthorse Clinic for 2012 which will be a full Judges education following the USEF format for Dressage Sporthorse Judges. Johnson and Wales is interested in hosting this clinic. Elizabeth and I will be talking to them to see if the logistics will work out with stabling and parking.

### **Sponsorship –**

Phyllis Leblanc reported the following. One of the topics on the agenda is pursuing sponsors specific to the Para Equestrians to help cover the added costs at the Fall Show. Since I will not be at the meeting I will share my thoughts on the subject below. It is my understanding that we do not know if have para-equestrian classes at the fall show will be a one-time event for this year or ongoing. The sponsorship committee has extremely limited resources for seeking sponsors, two people, both of whom work full time. In my opinion, it does not make sense to spend time developing sponsors who will only be interested for one year. It takes time to bring a new sponsor on board and it would seem a better investment of time to pursue sponsors who would have an

interest in supporting NEDA long-term. Beth has a significant list of fall show past supporters to which she will be sending an email shortly. I would prefer to invest time in following up on that list because I believe it will yield better results. If I have misunderstood the addition of the para classes, and they will be continuing at the fall show in the future we can certainly revisit the subject. NEDA sponsorship continues to grow. I'm pleased to report that Christine Shea is learning the role of sponsor facilitator, and I believe she will do an excellent job. Sponsorship continues to need additional support as the numbers grow. There is a need for roles both to pursue new sponsors and to organize benefits working with the event managers. Overall cash sponsorship for the year should exceed budget. Sponsors continue to shift from event specific sponsors to Premier sponsors. This was our goal in setting up the Premier sponsorships. The intent was to sign up sponsors once during the year at higher levels, rather than having different people approaching the sponsors throughout the year for various NEDA events.

### **Membership** –

Deb Carr-Kirk reported the following. I am happy to report that membership is still growing. Tammy sent me a member update last week with 13 new members. That brings our membership up to 1835 (less 6 or 7, for USDF purposes, for those who may not have chosen NEDA as their primary GMO.) To top that good news off, we will begin the Summer Membership promotion on June 15th. It will be highlighting the new deadline for eligibility for the NEDA YEA. There is an article in the upcoming TIP and a Constant Contact message will be going out this week. Karin has heard back from Ellen Endter regarding NEDA Logowear. Sadly, much to everyone's dismay Ellen cannot take on the NEDA Boutique at this time. She is simply too busy. On the up side, she has provided NEDA with the digitized logo to be used for embroidering the NEDA year end awards jackets. Karin has found a local connection for the embroidery work so that is all in good order. Christine Shea and I are getting close to pulling together the NEDA Calendar. I will be asking the board for help in making the decision whether to go with a 12 or a 16 month calendar. Christine and I have been disappointed with the lack of quality and quantity of photos submitted for the calendar. As I said to Christine, we can only make the opportunity available. If the members don't want to take advantage, we can still feel good about the offer. At this time of year, my efforts are turning towards recruiting volunteers for the FF. I'm getting started earlier than usual because we need more volunteers than ever before. I'd love to hear from each board member who is planning to volunteer. I need to know when you'll arrive, how long you will stay, if you have a preference for a roommate and please let me know how you are planning to help. I will also be looking for DUPs (dressed up person) for each day of the show. And finally, I'll be meeting with Doreen Quintiliani on Monday, June 20, to begin working on the 2012 OPL.

### **Education** –

Angela Prenosil reported the following. Fall 2011 – Kyra plans are shaping up really well! Kyra is coming in on Wed nite to tour Boston before coming to Hadley to pick demo riders Friday afternoon, then she will plan her work for the weekend and will return to Boston Sunday nite for a early Monday am flight home. Her assistant, Mia, has been excellent and communicating with us and I am confident we're going to have a super weekend. Jen has worked out all the details and pricing and online registration should be up and running today. Demo rider applications and info are out there as well. Only one GMO responded so far and that's Sothern Vermont and we are in negotiations with the Pres, figuring out what would be best for their group depending on the number of auditors they would like to have participate. (Jen may have more to report). Pony Club/Youth Dressage – Below is a letter from Monika, she sounds like a wonderfully motivated person. Maybe she needs to become our new youth education coordinator?! I have not responded to her yet, but plan to talk to her soon and see what we can come up with. My name is Monika

Mann, and I am the educational coordinator for the Southern New England Pony Club Region. I am hoping to move forward with some progressive junior dressage clinics, but first... Thank you for the excellent Spring Symposium, which I attended! Superbly organized material built throughout the weekend - from first-timers to upper-level cur competitors; we had a different eye on Sunday afternoon than on Saturday morning! This was very useful to any local kids shooting for CADI - Keep them coming! I had met several NEDA officers who expressed interest in reaching the "next generation" of dressage riders. My task was to establish the interest level in the region. I have very good news on that front: first, several local District Commissioners listed kids who would be ready to immerse more fully into their dressage training. Additionally, in speaking with Lendon Gray, she is having to step back from her organization of her Pony Clinics in Southern New York, and would advertise this opportunity throughout her Pony FEI and D4K base. Finally, on the good news, we have been offered a very-low-cost private farm with indoor ring south of Boston from which to work. My daughter was lucky enough to work with Lendon last fall in a 3-day intensive format. I feel that my next step is to find a TOP-quality dressage instructor who works well with kids, who would be willing to commit. I suggest starting with 2 clinics for the start-up year, perhaps over 2 or 3 days, depending on schedules. The foreseeable goals would include D4K, Pony FEI, and Young Riders... I am willing to organize the lion's share of this task, using Lendon Gray's format as a template. Would you be so kind as to provide feedback, and perhaps solicit feedback (feel free to cc this memo) from other NEDA folk, as to whom you would suggest as top picks for instructors? When the time comes, I would be thrilled to make the most of your Educational Outreach program as well. Spring 2012 - Linda is working on the securing the dates with Michael Poulin and Carol Lavell as they both have agreed to do it, so we just need to get the dates in their calendars. Shooting for same weekend again, last weekend in April.

#### **Continuing Education** –

Sally Davenport reported the following. Quiet at this point. Just gearing up for the D-2 Session at King Oak. Lois did a bang up job with D-1 and thinks that with in general we have a strong group of candidates. We already have too many from our own program for 2012 Part II. I'm thinking that perhaps we should have an additional D-2 in 2013 as we could easily fill it, and start with Part I and II again in 2014. Let's wait on that one until I see the final figures for this year for Part II. Apparently, Carol had not yet added in all of the income on the financial report last month as the "L" is currently showing a profit. I still have some D-1 expenses to report but I don't think I'll have any trouble finishing the program within my projected profit. Another possibility is to hold D-1, D-2 and Final sessions in 2012, although the biggest issue will be volunteers to staff it. We would need six-seven plus me at each session which may really deplete the volunteer pool for the shows....a significant point to be considered. Sally updated the board on her meeting with the Cohasset school committee about the letter program. In general, the committee liked the program subject to having insurance information and waivers on file. Any board members with contacts at schools should refer them to Sally. Linda agreed to make a referral to the Groton Dunstable school system. Lainey agreed to speak to Pam Malouf. Also, Sally is still looking for a few volunteers for the Fall Show.

#### **Public Relations** –

Tracie Richardson reported that the June/July TIP is at the printers and the deadline for August is July 1st.

#### **Nominations** –

Lainey gave a report of the Nominations Committee report. Member at Large would then be Shawn Walker, who has a young horse doing sporthorse and open classes. Lainey reported that the committee was still looking for someone to replace Arabella. A final suggestion was to make the Treasurer be the head of the finance committee rather than the Vice President. The committee was hoping that Kathy could devote a President's letter to the topic of the specialized skills necessary to make a good board member in an organization of NEDA's size. Lainey agreed to send Kathy an email with some bulleted ideas. The board discussed Ginette's position, and clarified that she wants to rotate off the board but if necessary could continue to do the TIP. This continuity would be important, particularly if Beth Robinson wants to stop doing the TIP and the Salute. Perhaps Ginette's position could be an off-board position to lessen the time commitment. Lee Cullen could perhaps help Ginette, but we don't want to burn her out.