

**New England Dressage Association
Board of Directors
Summary of Meeting
November 16, 2011**

Participating in person: HStone, PCormier, JDillon, SDavenport, SStorbeck, CMacDonald, KHickerson, KO'Connor, AYama, SWalker, BJenkins, KWojtylak, ADane, TRichardson, JSheehan, CShea

Participating via conference call: SMcKeown, DCarr-Kirk, LMendenhall, APrenosil

Secretary's Report

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

Financial Report and Treasurer's Report

Sue McKeown circulated the November investment performance report and Carol Gordon circulated the November financials prior to the meeting.

Sue McKeown reported the following. Attached is our investment report. Luckily Oct. was a bit of a rebound for the stock market, as our accounts show. This month we also had a Finance Committee meeting, with Helen Barrett, our investment account manager, on the phone with us. It was a very productive meeting, where we learned how the different accounts were doing, and agreed to change one MM account to a treasury only account, which would give us a little more safety. Helen also met with the members of the Finance Committee who were at the Symposium. We agreed that we would meet with Helen on a semi-annual basis, to discuss how our accounts are doing, and see if she has any recommendations for the future. Once Helen left the phone, the committee discussed a "risk investment" proposal from Kathy McHugh, which we would like to propose for our Budgeting process this year.

There will be no attempt to zero balance, or review the budgets. For the budget meeting, we will ask that each budget manager simply submit their best guess as to what their income and expenses look like. We will also ask for any managers who are interested to request a "risk investment", which would be money that NEDA would give to a function to try something new, or support some function. At the Budget meeting (the NEDA monthly meeting that is focused on budget) we will discuss these different requests and decide which ones we will support for that year. The funding will come out of the board reserve, to be replaced if the overall spending during the year is a positive. So, at our meeting this month, we would like to discuss this approach, and see if it meets with the Board approval.

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

President's Report

Kathy McHugh reported that she had a nice conversation with Priscilla Endicott, NEDA's founder, recently. We have finally signed and delivered all the paperwork to change the names on the investment accounts. Great feedback from the symposium from those who traveled from Vermont - I'm feeling very proud to be associated with NEDA.

Fall Weekend Wrap-Up

Jen Dillon reported that this year's fall symposium overcame quite a few obstacles with the weather and a large clinician fee but we did manage a small profit. We beat our attendance of last year (608 different people) with 644 different people attending. At the end of pre-registration we had 60% coming both days and 40% just one day. These numbers evened out to 50/50 with walk-ins. The riders all handled Friday's selection ride well, and Kyra put together a great symposium. I wish every clinician would organize themselves like Kyra did! In fact, Angela and I have discussed asking future clinicians if they'd like to do a live selection. We'll have to see. We also like the 2-day vs 3-day format. Lots of things to consider for the future.

NEDA Boutique

Karin Swanfeldt will bring a person who may be interested in running the boutique to the December meeting to meet with the board.

Convention Plan

The 2014 convention will be held in Boston, and there ensued a discussion for whether and to what extent there should be any NEDA plans/events to coincide with the convention. Each of the delegates was tasked with talking to the USDF officers about the thought process of where the convention was to be located, removal of a symposium feature, etc. A discussion ensued about a night/event sponsored by the regional GMOs. The delegates will plan a conference call about the convention at a later date.

North Shore Group

Alexandra led a discussion about a group on the north shore that wanted to get more events going on the North Shore, perhaps starting with a one-day schooling show and expanding from there. Alexandra is going to meet with the people running the NEDA schooling shows and the people from the North Shore to see if this is feasible.

Winter Volunteer Series

Debbie is looking for co-hosts who can help host, teachers (scribe, scoring, stewards), etc. for the Winter Volunteer Series. She is working on a flyer for the convention delegates to take to hand out to Region 8 members at the convention. Jen reminded everyone that we should wrap in the scholarships programs as well, since scholarships have as part of their criteria volunteerism.

National Championship Discussion

The board undertook a discussion of the USDF's idea of a national championship. Many felt that just involving the top 2 at the regionals would perhaps make it be representative, but not the best quality as a show based on all year performance would be. Perhaps a national championship where the top 2 in the regionals are invited, plus others with a certain level of scores?

Website and Membership Software Update

Alison Yama updated the board on the software update. Our database is very complex, so we are trying to simplify our information so that Auctra can implement and port our data to the new platform. To keep the website from being delayed, Alison is looking at different vendors and what they do versus what we can have volunteers do to rebuild the website.

Convention Gift Basket

The board discussed the donation of the basket that will be taken to the convention. In exchange, the vendor will be given an ad in the TIP as a thank you.

Publicity

Paul mentioned that Andreas offered to do a 10-12 minute documentary/video about NEDA, its mission, etc. that could be put on the website, YouTube, etc. All he asks is to add a small commercial at the end. NEDA would have final review of the video. After discussion, the board suggested that Paul get more information.

Coordinator Reports

Karin Swanfeldt Reports –

Karin Swanfeldt reported the following. YEA AWARD: As this was my first year working the Awards I must say the process ran much more SMOOTHLY than I thought. I first must thank Linda for an outstanding job putting all of the scores together, fielding phone calls, answering question so professionally and friendly and creating a certificate template than was so close to the original you would have never known. It was a pleasure working together!!!!!! In the end there were over 200 certificates created by hand. The jackets from MH were beautiful and Arty from EmbroiderME did a fantastic job for us. As a footnote of the 200 winners only 32 attended the banquet to pick them up. This is an on going discussion at this point with the education committee and myself. I am hoping to have a resolution to this issue for next year. It may be as easy as once the winners are announced ask who will be attending the banquet to pick up awards. And only those awards need to travel out to the banquet. There are many ideas floating around and I am sure we will work together to make this work for everyone's likings. BANQUET: The staff of the Clarion were OUTSTANDING to work with from beginning to end!!!!!!!!!!!!!! The food was AWESOME!!!! No complaints as far as this evening, room set ups and communication THE BEST and over the TOP!!!! Paul Eason and Kelly did a super job. Lee and the programs were beautiful. The schedule of events for the evening was rearranged and were successful for all!!! EQUINE AFFAIRE: This was a very successful Expose!!! We opened each day at 8:45 AM and ran through 7:30 PM. We had just the right amount of printed materials without waste. We averaged for the four days close to 90 folks renewing, with 20+ new members and a new family for three years. The topic of conversation this year was EDUCATION and VOLUNTEERING. We talked to everyone that approached the booth with information on these two topics. The common thread of the week was, " Hi, are you a members of NEDA?? NO! WHY? I do not ride dressage well enough." That is when we began to really discuss our educational component and all NEDA has to offer which led us into the discussion of volunteering and all of those benefits. This was an eye opening EA because almost half of the folks we spoke to that were not members said the same thing. I felt badly for those dressage riders and folks just beginning dressage and ALL they were missing not being a part of NEDA In the end everyone either signed on or walked away with an application. We signed up two young lady's involved in 4-H. They were taken all of our information back to their gang. We were made aware of the huge number of folks that registered on line this year. I made many connections with many other folks throughout the expose: From future sponsors, to a musical dressage act which was part of Fantasia this year called Behind the Mask, two of their crew renewed with us a NEDA Members. It was a FANTASTIC four days and I am sure we will see volunteers from this work!!!! This is our FAVORITE Job With NEDA!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Fall Show –

Beth Jenkins reported the following. Fall Festival 2012 will, per usual, be running along with Marshall Sterling finals. We have been discussing, yet again, another remake of the Breed Show at Fall Festival. It is agreed by all that our arriving on Monday, the day after the Pfizer Million at HITS, just does not work. HITS crew is completely overwhelmed trying to get the grounds ready for two big shows starting a day or two later. To say nothing of burn out of the Show Committee, on the grounds for the better part of a week. So, at the moment Breed Show will take place Thursday and Friday... meaning that we are cutting back to four days. This simplifies a lot of things and cuts expenses. For example, we were bringing in officials this year on Monday night, Tuesday night and Wednesday night at \$180 a trip for the shuttle service. Now all officials and most volunteers will come in on Wednesday... meaning fewer shuttles, with each picking up more people. We will cut down the hotel bill as well. Mind you, some of the grounds crew will come in Monday and Tuesday, but the main deluge will not start until Wednesday. Breed Show will take place where it always has. But it will cut down to one ring. The second ring will (hopefully) be used for drive in rigs. We have planned a drive out to Saugerties this coming Sunday to march around these areas to see if these plans are viable. All stalls will be Duration.... no more mess on Thursday afternoon trying to get one party out by noontime and another one in at 2:00. That makes things easier in stabling... as Thursday switching stalls did not bring out the best in anyone! We will not be having a CPEDI next year... too close to the London Olympics. I will sound out USDF at the convention about future CPEDI at a Regional Finals.

Sport Horse –

Kathy Hickerson reported the following. Sporthorse Flyer. The sporthorse flyer was printed and sent to Equine Affaire. Thanks to Lee Cullin for picking it up at the printer and getting it there and Beth Robinson for doing some fast last minute editing. This is the first year we've been able to get all the breed shows in the series so early and out in the advertising. The flyer has been modified to be a NEDA total sporthorse program. It lists the people on the Sporthorse Committee and contact information to help educate everyone on who we are, what we do and accessible to everyone. I did a printing of 500 and will plan another printing after we get the final judges names for the other breed shows. Will have copies at the meeting. If anyone has any ideas on where we can distribute to get more people involved, let me know so I order enough on the final printing. I will be bringing it to the USDF meeting. Stallion Auction. The Stallion Auction team is hard at work preparing for the NEDA Stallion Auction coming up January 15, 2012 9 AM EST until February 18, 2012, 9PM EST. Silene White has been working hard to recruit stallions. Contracts from stallion owners are just coming in. Tammy will be getting the information up on the stallion auction site as they come in. Working on an ad and poster for the Stallion Auction. Kristin Grosso is working on a unique NEDA logo to give the stallion donars to put on their website to let breeders know that the offspring from that stallion are eligible in the Fall Show Futurity. Sporthorse Survey. Kristin Grosso is also working on a sporthorse survey. The Fall show part of it is drafted. The Committee wanted a total sporthorse survey rather than a separate one for the Fall show so she is updating that. Should be going out for review in a few weeks. Sporthorse Website. Elizabeth Preston is taking on the task of the Sporthorse part of the NEDA website. Tammy is happy to have the relief. Elizabeth has already drafted a new layout that the sporthorse committee is reviewing. It can be dropped into our current site or will integrate with the new one down the road. Alison is adding Elizabeth to the tech committee as Elizabeth has experience with the old and new format of our website. Elizabeth will be on the committee as an advisory position and to tie her in with the sporthorse website work she is doing to keep it consistent on the NEDA website. Breed Shows. Working with the breed show managers for the

New England series on judges and IBC sponsorship. Currently there is 3 judges not hired yet for the series qualifiers and the Fall show judges are in work too. I'm trying to keep duplicate judges down to a minimum so that the competitors have the best chance to get their 3 scores required for year end awards. We also are working on coming up with a more consistent IBC sponsorship plan for the qualifiers as they all charge different rates and benefits. This is with the hope that we can maybe put a group plan together for IBC sponsors to help them all the shows with entries. We have a good line up with a lot of good qualifiers this year, so hopefully no more hurricanes! Fall Show and Saugerties trip. The Sporthorse committee voted to have the Fall Breed Show in a 2 day format Thursday and Friday. The committee is making a trip on Sunday to Saugerties to look things over to see if that is possible. Still working on the minutes and up to date tasks from the sporthorse meeting. Much of what came out of it is above.

Membership –

Deb Carr-Kirk reported that she will be looking for help from NEDA board members in the form of recommendations for potential Presenters/Trainers (scribe, steward & score) and Co-hosts, as well as potential locations and materials. Workshops can be as small as 8 to 10 people or as large as the local hosts are willing and able to host. NEDA to provide the materials and binders that will include educational and PR opportunities (Contact Sheets) for all the organizations that participate. Advertise in Feb equestrian magazines, CC messages, NEDA BB and article in the Feb TIP. Once we get closer to “show time,” I would encourage the hosting group to put an ad in local newspapers 2 to 3 weeks prior to the event to pull in anyone with an interest in attending. You just never know who might show up. Need help from NEDA board members in the form of recommendations for potential Presenters and Co-hosts, as well as potential locations and materials. Anyone interested in being on the committee should let me know. I would like to make plans to do the initial mailing of the 2012 member packets in mid-December this year.

Continuing Education –

Sally wants to negotiate with a facility for pricing on multiple use dates. We're starting the planning for Part 2 in 2012 and Parts 1 and 2 in 2013. Sally wants to apply to run a small r program in 2012 or 2013. Budget-wise, the program came out OK.

Sponsorship –

Phyllis Leblanc reported that we are winding up the sponsorship year with the conclusion of the Fall Symposium. All of the vendors and sponsors that were at the Symposium were VERY pleased with the event. Thank you to the Education Team for their support in making some changes that were much appreciated by sponsors and vendors. I heard more positive feedback than ever before at the conclusion of this event.

The scheduling of the symposium with time in the beginning and end of the day, as well as a little longer lunch, was very beneficial for the vendors in allowing more shopping time. The addition of announcing and distributing raffle prizes at the end of the breaks allowed us to give more recognition to sponsors when we had the auditor's attention, and enabled us to get people back in their seats and paying attention so that we could start the symposium program promptly.

We are in the wonderful position of having repeat sponsors eager to sign up for the coming year. We are in the process of streamlining the offerings to simplify the sponsorship programs, and will have the new programs finalized shortly. It looks like we will continue to offer both Premier and

Education packages. We are also exploring offering a discount for ads running in multiple NEDA publications.