

**New England Dressage Association
Board of Directors
Summary of Meeting
August 15, 2012**

Participating in person: HStone, KWojtylak, ADane, PCormier, JSheehan, SDavenport, KMcHugh, BJenkins, PLeBlanc, LJohnson

Participating via conference call: LMendenhall, JDillon, SWalker

Secretary

It was **VOTED** to approve the minutes for the June meeting, with the changes discussed at the meeting. The board asked Heather Stone to prepare a summary of the June meeting for posting on the website.

Treasurer

Sue circulated the July investment performance and Carol circulated the July financials prior to the meeting. In addition, Sue circulated the audit report and the proposed tax return to the board prior to the meeting for their approval.

In the future, Kathy mentioned that Carol Gordon will no longer circulate the full detail behind the financial statements each month. They will be available upon request, and prior to the twice a year budget review.

After discussion, it was **VOTED** to approve the finance committee report.

President's Report

Prior to the meeting, Kathy had updated the board on the fact that coordinators of the THE Farm schooling shows had decided to cancel the August show because of a lack of entries.

Kathy circulated thank you notes from the JR/YR for NEDA's support, and from George Williams and the USDF for NEDA's support of the year-end stall plaques. Kathy also circulated correspondence from a graduate student who is doing a study about helmet usage. NEDA agreed with her to circulate a small note about the study, in case any NEDA members want to participate.

Kathy was interviewed by a senior editor at Boston Magazine who is doing an article about dressage for the October issue. Stay tuned...

Audit

Heather reported on the recent audit committee conference call with NEDA's auditors. The call went well, with no issues reported. The audit committee consists of Heather Stone, Donna Cameron (who was not able to be on the call), Leah Jamieson and Paul Cormier. After the audit committee call, the financials, the audit report and the tax return was circulated to the full board.

Standing Rules

After discussion, the board instructed Heather to add to the Standing Rules a new rule that any email communications sent out under NEDA's name needs to be approved by the President and/or his or her designee prior to sending.

TIP

Tracie reported on the fact that the current TIP editor, Beth Robinson, can't do it anymore. Tracie is trying to get the electronic files from Beth. Kathy agreed to reach out on that subject as well. Tracie has an interim solution for the next TIP, but the board needs to discuss a long-term solution. It really needs to be a paid position. After discussion, the board **VOTED** to see how the interim solution works out, and see if that might be a good long-term solution.

Convention Delegates

Kathy updated the board on the convention delegate situation. There are eight people interested, and hopefully 8 or 9 slots. For NEDA, Kathy McHugh, Paul Cormier, Jen Dillon, Sally Davenport, Diane Holston, Kathy Hickerson, Kate O'Connor and Christine Shea. Karen Swanfeldt, Linda Mendenhall and Sue McKeown are Region 8 delegates.

Fall Symposium

Jen reminded board members that they need to let her know if they are coming to the symposium, and if they are ordering lunch and/or banquet meals.

Coordinator Reports

Sponsorship -

The following written report was submitted by Alexandra Dane in advance of the meeting:

“The sponsorship committee has been working hard on notifications to its Premier Sponsors about the benefits for the Fall Festival, and will, upon completion of that task, start on the notifications for the Fall Symposium.

Finalization of the contracts with our two mid-year sponsors has not, as of this date, happened, but there is no reason to think that they will not continue to support NEDA with a Platinum Premier and a Silver Premier sponsorship. This has been an even harder July/August to get prompt responses due to the Olympics.

A Silver Premier sponsor wishes to work towards making their involvement with NEDA more proactive, and would like to open a dialogue with us about what we would optimally like as their contributions to us. They are enthusiastic about broadening their involvement with our NEDA events. Obviously, I am thrilled that our commitment to excellent competitions, and superior educational events, has made an impression on a company with nationwide, and international, exposure.”

Marketing and Advertising –

The following written report was submitted by Kat Wojtylak in advance of the meeting:

“Overall Position- As I explained at the last meeting, I’ll be relocating to Missouri at the end of the year and will need to find replacements for my position and all that I have taken on. I have had to try and find replacements on my own and am using our social media to try and find individuals. The Equine Journal also printed my advertisement which was completely unexpected and wonderful. I’ve also been using the bulletin board, but it’s not been easy to do in the least, and response time from administrators is very slow on that front. For the individuals I have found, I’m trying to slowly break them in to see if they will be an adequate fit, right now it’s all trial and error, so no reports there as everyone is in a trial phase now. The biggest problem area of my position I’m having trouble filling is the basic advertising representative. I’m just keeping my fingers crossed and hope I can find someone to take this over. Will keep everyone updated as we move along.

Branding- Attached you will be able to see the new Style Guide which outlines a set of rules for EVERYONE to follow when it comes to designing anything for NEDA. Just to refresh everyone on this, in our past board meeting this winter, I showed everyone what happens when there are too many designers with no rules. Consistency gets completely lost and there is then no brand when it comes to NEDA. This style guide will be followed on any NEW materials from here on out, not to existing materials. This will help tremendously no matter who designs for NEDA and can translate to online, print or otherwise. Please make sure anyone designing things like the Tip, Salute, Calendar, etc. contact me to get this guide, fonts and answer any questions they may have. FYI’s on this- For whomever thinks they’ll be designing anything, I have the fonts available. BUT Georgia, a font everyone should have can be used as it falls within our guide for those who don’t want too many options and want to keep it simple in a pinch (things like stationary or a basic flyer). We have a “new” version of the logo, which is using our new font system, see attached. If you need it in another size or another color scheme, please let me know and I’d be happy to make what you need. For the first time ever we also have the logo in a vector format which means we can resize the logo to be huge for a poster, or small for online print and the quality will never get lost. Fall Festival logo can still be used as you need Beth, but otherwise this guide should be followed.

E-Newsletters- Since last meeting, Lee has resigned her role with e-newsletters. I’ve had to add quite a bit more back onto my plate, but I have a few people volunteering to fill this spot and am trialing them right now. We’ll see how it goes, but for now I am the liaison for this.

Facebook Page- We have now surpassed over 1,060 likes, which is a 6% growth since last meeting two months ago. Things definitely seem to be working! We should however discuss the Sport Horse FB page as no one has been updating it since July, and updates are very infrequent, maybe two per month with very little growth.

Demographics Survey- The girl who was doing this for us didn’t finish and so this project is on hold. I’m hoping for a volunteers who replies to my ads to step up to the plate and help on this so when forms are setup for 2013, this information is available to help everyone moving forward

Public Relations- I have someone I’m trialing to write our press releases so we don’t have to pay for them moving forward. I’ll see how that goes.

Tip Support- I found a volunteer (Lisa Carusone) who is going to help Tracie with things relating to the Tip. Things like taking the USDF contribution to the Tip, GMO updates and press releases, and cater them to the audience that the Tip reaches. Kathy and I have been splitting these duties and are glad to have Lisa on board to help support Tracie and us!

I'll be bringing my blue binder with me to the meeting on Wednesday, you'll all get a chance to see the level of exposure we're getting and where our ads are being featured."

At the meeting, the board suggested that the style guide should be posted on the website so that everyone who needs it can access it.

Education -

The following written report was submitted by Angela Prenosil in advance of the meeting:

"Fall Symposium 2012 – from Jen
Advertising/marketing and registration for the Fall Symposium is underway. Thank you to Lee, Kat, and Angela for your help.

As of Monday evening, we have 47 auditors registered. This is the highest number of registered auditors as of this date. All but 1 is registered for both days, and most of these are coming to the banquet. This is normal, however, as most who sign up early register for the "whole" event.

Rider applications are coming in daily with most taking advantage of YouTube as their means of submitting. Number is low, but it's normal. 90% of all applicants arrive in the days before the deadline.

Education Outreach – doing super, will be sending our first check out for \$500. To CMDA for a Jan Ebeling clinic they are hosting later in September as part of Tier II program.

Facebook and education emails are an easy way to go and are really getting the word out. I'd be happy to manage the NEDA FB page and education emails when Kat has to go (we will MISS her!)."

At the meeting, Jen updated the board on the banquet, which is being organized as a 40th anniversary party. So, we can run the NEDA slideshow and do whatever other things that the committee feels may be appropriate.

Fall Show -

The following written report was submitted by Beth Jenkins in advance of the meeting:

"I am pretty much on total overload here.... but will try to get the Fall Show highlights to you.

Entries opened on 7/23.... and we were (we thought) all ready to accept entries by snail mail, by fax, by email and now from direct on line entries via Kevin Bradbury's system. He has the show on his website, people sign up and charge entry to their credit card. He drops the money directly into Fall Show checking account. And Debra Reinhardt has a program on her computer to go to his website and grab the entries and drop them directly into the show on her computer.

Not.

People signed up, money went to our checking account.... but she could not get the entries from Kevin's website. Hours spent gnashing teeth... but no avail. She could not access the entries. Frustrations all around. I shut down the on line button on the NEDA website. Finally Kevin offered to send one of his computers, configured all correctly, to Debra. And.... in his final

checking just before sending the computer he found he could not download either. Then we found the culprit. Would you believe a User Name that was too long. Shortened the name and all worked perfectly. So we opened up the on line entry button and that is working fine now.

But.... the final decision is yet to come on the on line entries. Yes... DR tells me that she gets the entries but she does not have any of the other paperwork like Coggins and has to wait for it to come another way.... like snail mail. Meaning that entries are sitting incomplete until it all comes. It is much easier for her when an entry comes in with all this together. It isn't so bad with a small show... but in a show as big as Fall Festival it may cause huge backups in the office at the show with all the incomplete entries.

We shall see.... it never occurred to me that only part of the entry comes from this on line process.

Entries are about 60% in.

Next.... sponsorship

The sponsorship situation is always a HUGE amount of work. I have had huge help from Alexandra, Christine, Kathleen, Kate and Jane.... but there are still 80 parties each looking for their own personalized perks. It is impressive how many different parties expect services from the show.

We have sold several tables in the VIP, as people realize what a good deal that one is. We have about 100 gift certificates donated from vendors and whomever that have to be assigned to various classes. This is pretty much done. And chasing down ads..... that one is always a bear.

And all of this has to be incorporated into the program... which is just about finished. The last step for the program is dropping in the scheduled rides.

Next.... Breed Show

The huge change this year is that within the first few days we had huge Breed Show entry. Last year at this time we had about five horses entered. Last year we had a total of 53 horses doing 148 rides. Already we have 49 horses doing 129 rides: 36 in age classes on Thursday; 68 in specialty classes on Friday afternoon; 25 in USDF Championships on Friday morning. The upshot is that we are close to full on available ring time on Friday. It is looking like we move the Breed Show competing area to the warm up area and set up two triangles, to accommodate the Friday afternoon deluge. That means hiring another dressage judge for half a day on Friday to keep Janet Foy into the Breed Show for the entire day.

It must might be that the Breed Show entry which traditionally comes in at the last moment will have to go on a wait list, especially those looking for the specialty classes Friday afternoon. Age Classes on Thursday will probably be fine.

The reason: 25 stalls in the front barn. Which are all full right now.... and there will be some disappointed people who will have to be in the back barns. Show management will assign them, with priority to the Championships horses and Age Classes horses. Second reason: we have approval for drive in parking in the ring closest to the front barns, which eases a huge burden that drive ins had in previous years. I asked Tom for more front stall barns, but no go. In fact in that discussion I found out that Tom was expecting us to only use the front stalls for Thursday and

Friday. Panicsville for a bit, but then we worked it out. We have the 25 stalls in Barn 6 for the whole show.

That is what is in my brain right now.....”

At the meeting, the board discussed the fact that NEDA was running low on NEDA medals. The show committee discussed it, and wanted the board's input on whether NEDA should still run the program (the last medals were purchased 4 years ago), or raise the minimum score, or have a minimum number of people in the class, or leave the program unchanged. Right now, the criteria is a winner of a class, with a score of 65% or more. After extensive discussion, the board asked the competitions committee to get together and come up with a proposal for how the medal program could operate in the future and then come back to the board at a future meeting. That way, the program can be handled in the 2013 budget.

Continuing Education -

The following written report was submitted by Sally Davenport in advance of the meeting:

"I have heard unofficially from USEF that our 2013-14 Dressage r program has been approved. Should have official word soon.

Our 2013-14 L program app is ready to submit. Just waiting for word from Deb Reinhardt about the use D-2 there in August, rather than at King Oak.

High School Dressage-I think that I already mentioned that one of my kids was on the Region 8 Junior Team to NAJYRC. We're holding an Officers meeting first week of school.”

Karin Swanfeldt -

The following written report was submitted by Karin Swanfeldt in advance of the meeting:

“VIP Fall Festival: Looks like we will have 24 tables under the big top again this show. I have been in contact with Karen from NY about flowers and center pieces. Dan, my food dude about all of our needs for the four days in NY. Debbie Carr-Kirk and I have been in contact about my Crew!! We are right on track for this upcoming event. We have a committee meeting at Beth's on Friday August 31st for final details.

NEDA Wear: I will have what we have left for NEDA wear with us under the big top for sale.

Equine Affaire: COMPLETE ready to rock and roll for this event.

YEAR End Awards: Mountain Horse Jackets will be embroidered as well as Dover saddle pads dates changed from what was left over from last year. I will get Phyllis the number of additional pads needed for this year's winners. I will create the certificates and store them until the Awards Banquet. Linda will once again be my right arm with the scoring calculations!!

Region 8 Delegate: I received my letter from USDF informing me I am one of your Region 8 folks now. I am planning on attending this year's convention in New Orleans. I am excited to not only be representing NEDA but Region 8. Thanks for your votes.

Year End Awards Banquet: The new format for YEA 2012 Winners is in place. This event will take place the Saturday evening of the Spring show. It has been named The Gathering at Marshfield. I will be using the caterer that works right on the grounds. I have been in contact with these folks and they are very easy to work with. As far as details about menu, prices, etc. I plan to have these in place before Christmas. This event is open to everyone that is at the Spring Show on top of all our award winners. This should be a fun evening. More information to follow as I move forward with this event. Ads are completed and it is on our web site.”

Membership –

The following written report was submitted by Debbie Carr-Kirk in advance of the meeting:

“I wanted to send along an update from Tammy:

Avecra Update

Things are looking very good for the Avecra stuff. I am busy lately with figuring out how to pull the correct fields on the queries for the reports we will want. Tons of options available.

Some of our reports are going to look a little different but I think better in some ways. I will send you an example of the full membership report.

I am also able to upload files myself which is really nice if we find certain criteria that we didn't know we wanted and need to add after the fact. I just uploaded a file last night that specified if someone was a Junior or Adult...we didn't include that information on the initial files but it is something Avecra has a field for and I may need it so I added it.

I think Tammy would like to open up 2013 Renewals beginning August 16 so that she can get any kinks worked out before she goes on vacation from Sept 1 thru the 16th. I'll get back to the board on this as soon as Tammy is ready. If the board would be the testers, that would be helpful.

I am working on the 2013 Renewal Mailing, which is scheduled to go out at the end of August. Tammy and I have come up with a plan to reduce the number of people we mail to from the 3,200 pieces to about 2,000 pieces by removing all current NEDA members who have an active email address. The list will then include all the non-renewed members from the past 5 years and all the current NEDA members who do not have an email address.

If anyone has lists of non-members (with good mailing addresses) who should also be included in this mailing, now is the time to speak up. If any board members have a promotion that would be good to include in the mailing, I need to know that too.

I'd appreciate feedback on reducing the mail size ASAP since I'm planning to ship materials to the printer within the week.

Just sent out a call for help yesterday to 140 former FF volunteers. So far, we are short on Stewards, especially on Thurs and Fri.

Just received this email from a Reg 8 JrYR who will be stewarding for half a day:

Hi Debbie,

Sounds Great! Glad to help. I almost forgot, Tracy Kok wanted me to tell you that I'm with Region 8 Jr/Yr's and that we really appreciate everything NEDA has done for us.

Thank you,
Emily E. Smith

I think that is it from Membership.”