

**New England Dressage Association
Board of Directors
Summary of Meeting
October 17, 2012**

Participating in person: HStone, KWojtylak, KMcHugh, PCormier, TRichardson, SDavenport, SMcKeown, PLeBlanc, JSheehan, BJenkins, LMendenhall, KO'Connor, CShea, LJohnson, ADane, SStorbeck, CMacDonald, SEdelen

Participating via conference call: DCarr-Kirk, APrenosil, KHickerson, JDillon, SWalker

Secretary

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

Treasurer

Sue circulated the September investment performance 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.

Sue led a discussion of how NEDA should handle gifts of liquid securities given the recent gift of \$5,000 of stock. After discussion, the board **VOTED** to sell the stock and put \$2,250 to the education budget and the remainder in the general operating reserve fund. The board determined not to set a general policy at this time.

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

President's Report

The following written report was submitted by Kathy McHugh in advance of the meeting:

"I circulated information about one of our members, Anne Kulak, who performed a qualifying test for admission to the Century Club of the Dressage Foundation (dressage test performed at a recognized show by horse and rider whose combined age is at least 100). We posted this achievement on Facebook, with photos, and I sent her an Education gift certificate for any one event between now and the end of 2013, with a note. I believe a photo will also appear in an upcoming Tip.

I have been working hard on addressing vacant positions within NEDA. Not only do we need volunteers to work shows and events, but we are also desperately in need of new leaders willing to take on important and time consuming positions within NEDA. In my view this is a burgeoning organizational crisis. Here are the positions that have been vacated (or are about to be) within the past year and have not yet been filled:

Technology coordinator

Salute editor

Marketing Coordinator, including advertising placements, newsletter editor and social media management

Fall Festival Volunteer coordinator and stabling manager

Fall Festival Breed Show onsite manager
Fall Symposium manager for 2013
Year end awards and banquet after 2013
Schooling Show manager

There are probably more that I missed, but these are important and time consuming positions that need to be filled. In some cases we are working on leads, but we really need to bring in some new leaders to the organization. We have a membership base that mostly works, attends to family and also tries to fit riding into a packed schedule. NEDA was formed as an all volunteer organization when the female profile looked quite different. I wonder where our next crop of leaders will come from. We may have to think about a different way to operate in the future. I hope to address the entire audience at the Fall Symposium to lay this out, as part of an annual report to the members.

Fern Feldman will be ending her last term as Region 8 Director as of the end of this year. If I speak at the Fall Symposium, I will thank her for her service.

I have registered all NEDA delegates for the USDF convention, and paid for convention attendance for all NEDA delegates and NEDA board members who are PM delegates from Region 8.

I have finally convened the long ago formed Future of Fall Festival Committee, the first meeting of which will take place on Sunday October 21. This will be a long and open-ended discussion; so don't expect recommendations anytime soon.

Online Renewal

Deb led a discussion of the continuation of the free OPL to anyone who renews online during the month of December. After a short discussion, the board determined to offer a free OPL to anyone who renews online during the month of December, but not to announce it until closer to the beginning of December.

Professional vs. Amateur Status for Flextime Instructors

The board discussed the fact that it has come to NEDA's attention that at least one flextime instructor competes as an amateur. After discussion, the board determined that Kathy should speak to that instructor about the issue. After discussion, the board **VOTED** that all flextime instructors must be professionals under USEF rules.

Need for Volunteers for Significant Leadership Positions

NEDA has a great need for senior level volunteers, and there are not many people in the wings being trained to take over these roles. People have limited amounts of time, and NEDA's events have grown larger and more complicated. Every board member should take it as an action item to engage with people in his or her network, and see if there are people who may be appropriate to fill any of the open positions. Open positions are listed in the President's Report, and Deb Carr-Kirk would like to step down after 2013. Flextime also needs a coordinator. Kat pointed out that Catherine O'Neil would be overseeing press releases and the person who is in charge of producing e-newsletters and social media. Lainey will send Angela a list of what NEDA needs for the next constant contact newsletter, along with descriptions. One board member pointed out that if we are lacking in volunteers for certain programs or events, we should let it go until we find the right person.

Spring Show Management

Sue is typically the secretary for the Spring Show, and she would like to be paid for that work. NEDA's bylaws are unclear as to whether this is permissible, so the board decided to discuss it. After extensive discussion, the board determined that there needed to be a larger discussion of these types of conflicts at a future meeting.

Coordinator Reports

Scholarship –

The following written report was submitted by Sue Edelen in advance of the meeting:

“The Scholarship Committee looked at 9 application last week at our meeting, and gave out 4 Scholarships:

Alix Szepesi to study with Bill Warren and Oded Shimoni
Samantha Williams to study with Shannon Dueck and Conrad Schumacher
Catherine Hill to study with Bill Warren and for the USDF "r" Program
Jutta Lee to study with Christoph Hess and for the USDF "L" Program”

Sport Horse

The following written report was submitted by Kathy Hickerson in advance of the meeting:

Meeting/Committee:

Working on a good date for a planning meeting for 2013. Working on people for the committee for 2013 as some people have been too busy and not participating and we need some more help/new faces. Sally Davenport volunteered to come off the committee as all you know she is very busy with the L program. Thanks to Sally for all the help she has provided us. We know where she is if we need her. Cara Kettenbach will be joining the committee and also talking with Fie Anderson as another addition. Patty Guarino will be our writer/liaison on the committee. We are also coming up with a minimum attendance for our conference call meetings as many are not calling in and participating as they are too busy. This will hopefully help keep us with people that have the time to support the committee and the work.

Sporthorse Clinic

No one is planning a USDF Sporthorse Seminar in 2013. Linda proposed to possibly do this as the Spring Clinic. Would be really good timing, although getting foals can sometimes be hard that time of year. We have to have horses of all age groups. We'd need a central place as Pineland was too far. Definately needs more discussion on whether it is financially possible and if we'd get enough attendees.

Breed Shows

Talking with the breed show managers for the New England Series and getting dates, judges and secretaries. I need to finish up the Sporthorse flyer before Equine Affaire. The last flyer was done by Beth Robinson. Do I need to switch this to Lee Cullen?

Stallion Auction

We'll be starting to recruit stallions for 2013. Our advertising is always a picture of the stallion auction futurity winner and it's sire. This year, that was Harpo MG by Carlton Hill. I'll get a

good picture of Harpo MG from Carol and already requested a printable picture from VDL Stud who donated the breeding.

Sponsorship -

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

“Our Premier and Education sponsors has been contacted regarding their benefits for the Fall Symposium, ads, vendor space, VIP benefits. Christine Shea is dealing with the replies (and lack thereof) in her usual exemplary manner.

With the Fall Symposium having taken place, we will start our work to renew the existing sponsors. The feedback from them has been uniformly good, so we expect that we will have almost all of them renew at the levels they have taken this year.

Sponsorship is meeting on October 31st to discuss long-term considerations and suggestions for changes for next year. A report on our discussion will be made at the next Board meeting in November.”

Marketing and Advertising –

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

“Overall Position- I believe to date I’ve found a number of people to fit into certain areas of my current position. We haven’t yet found anyone for the Advertising Part of my position, but for the Marketing, we have Catherine O’Neil. My hopes is she will be at the board meeting to meet all in attendance and that this will be one piece of the puzzle. My last NEDA event will be the November Board meeting.

Branding- As in my item on the To-Do list, I’ve created the Dropbox folder and will be adding to that until I leave with pertinent information for anyone creating materials for NEDA, general templates and marketing materials. I’ve also asked Tammy to put up the Style guide on the website. Should anyone else want to be added to the access of this folder, please email me back. You should have also seen that Lee changed over the TIP to reflect the new style guide. Hopefully this continues into the future to help provide continuity to NEDA.

E-Newsletters- We had one person volunteer to step into this role and she didn’t work out, she felt very uncomfortable. Since then I feel that there’s been a major disconnect between what I’ve put in place in the past year and what a number of board members want to do, volunteers getting confused and the ball getting dropped. Is it worthwhile for me to setup rules to be followed from here on out? Or do the committees all want to go back to doing their own newsletter? Are time constraints for the monthly e-newsletter too hard for everyone to adhere to?

Facebook Page- Is still growing, and I still have concerns about how the Sport Horse FB page isn’t being managed. As with the e-newsletters above, I’ve created rules to be followed, but it doesn’t seem like that is the consensus for the future as there is no one to manage it overall. At this time I also have no one in the pipeline, so the sporadic updates and lots of admins may have to come back depend on what everyone wants to do. Do we want to add more admins? Do you want me to setup rules that MUST be adhered to in utilizing this tool to the best of its ability?

Demographics Survey- This is finished and has been submitted to sponsorship so that they can use this to help promote the organization and gain new sponsors.

TIP Writers/Committee Writers- I found a number of volunteers to help be writers to various committees and TIP support staff all to be able to better talk to the marketing. I don't know yet how everyone is managing and fitting in, but hopefully good!

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 as usual."

Nominations -

The following written report was submitted by Lainey Johnson in advance of the meeting:

"Both Angela and Jen Dillon have expressed a desire to be relieved of their current responsibilities, so we need someoneS to do Fall Symposium at least for 2013 and probably beyond... Debbie Carr-Kirk wants to step down after 2013..so MEMBERSHIP coordinator! Lainey should be replaced..

On a positive note.. Linda has ASKED to take over the Year End Awards AND Banquet! BUT that means that she probably would not be doing the Spring Symposium. What are our plans in continuing with that??

We DO have a Youth board Liaison. Nicole Nowak has agreed to do that and she seems to be working on it.
I'm banging at doors...."

Education -

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

"From Jen/Fall Symposium 2012: We have reached projected target of 250+ auditors. With walk-ins I think we'll be around 300 different people. Some familiar names and a whole lot of new ones. From Angela: Looks like we will have a decent turnout for a first time way up north. I think once word gets out about this fantastic facility, we will even better attendance. Plan to do an email blast letting peeps know that walk-ins are welcome and easy!!

Fall Symposium 2013: I checked in with three County Fairgrounds in Northampton and they have Oct 4-6th available. Would love to have it there, if we can coordinate the dates with clinicians.

The Ebeling Clinic for CMDA that we granted \$500 to, just broke even thanks to NEDA and another GMO donation of \$500. They sent their income/expense finals. Very happy with this process and hope that NEDA Education Outreach can do this again for other events and GMOs in the future.

Sent Carol Lavell a thank you note on behalf of the board for her donations.

Also in the works, would like to do a Young Horse Clinic/Symposium (will coordinate with Kathy H) ...any ideas? Please send to me. Time of year? In hand thru 9yr old test.

Have also decided to stay on as Ed Coord for another year as too many important positions are going to be vacant. Nancy Terry has just resigned from Flextime for next year because of time constraints so now we need a coordinator there. I also, would like to volunteer to do the constant contact education newsletter (will coordinate with whomever we get to do the general one) and the FB postings until we find a capable individual!"

Spring Show

The following written report was submitted by Paul Cormier in advance of the meeting:

“SPRING SHOW REPORT

Things are proceeding as normal. All Officials have been hired and have made arrangements with the Comfort Inn for a reduced rate on rooms while they are available or until closing dates which ever comes first.

Have to figure out how to include " GATHERING in MARSHFIELD " into the prize list and work out method of payment.

Marshfield Fair has agreed to provide High Point Awards for A/A and JR/YR again in 2013

USEF has thrown us a curve ball. They have change the requirements for a Level 3 Competition to No Chain Rings allowed. We have to find 5 solid rings locally or we bring 5 rings from Saugerties to Marshfield.”

At the meeting, Paul mentioned that he had a possible solution on the ring situation.

Fall Show -

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

“See below for two opinions I need from the NEDA Board. In caps.

Things are wrapping up for Fall Show 2012. All entry money has been collected and reconciled to the actual money in the bank. All bills are paid.... Checking account reconciled.... Refunds sent.... Prize money sent.

All in all show went very well.

At the meeting, the board discussed continuing to host the Region 8 finals. After a short discussion, the board confirmed that NEDA does want to continue to host the Region 8 finals.

At the meeting, the board discussed the inclusion of the CDI in the Fall Show. After a short discussion, the board confirmed that NEDA does want to continue to host the Region 8 finals.

At the meeting, the board discussed the use of CDI foreign judges, along with American judges, for Regional FEI level tests in all categories (Open, AA and JrYR). After a short discussion, the board confirmed that NEDA was in favor of this plan, with a possible compromise of using the CDI foreign judges for Regional FEI level tests in the Open category only.

At the meeting, the board discussed the continuation of Open (non CDI, non-Regional) riders at the Fall Show. After a short discussion, the board confirmed that NEDA does want to continue Open (non CDI, non-Regional) riders at the Fall Show.

At the meeting, the board discussed offering Regionals warm up classes (only) on Thursday, and then offering Regionals classes on Friday, Saturday and Sunday. After a short discussion, the board decided that this plan would not work, and that Regionals classes needed to be held Thursday through Sunday.

Continuing Education -

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

"I will be gearing up for the "r" program to begin in May. Am waiting to hear from USEF on who they appoint as the instructors. Will have an article for the TIP as soon as I have that info.

We are set to begin the "L" next October. Will have an article and inserts for TIP once I've edited the application forms."

Karin Swanfeldt -

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

"Fall VIP 2012

This was the biggest VIP event to date. There were 27 tables of 8 under the big top for the four days of our FF show. Under this tent other than VIP's, the following are served, show officials, all judges, vendors, and sponsors. It was a very busy place. We served breakfast, lunch, along with wine, crackers, cheese and sweets each day. There were also "TO GO" containers which by Sunday we ran out of. These containers are very helpful for those that cannot stay under the tent needing to get back to the barns. VERY POPULAR!!! I have a super crew that helps me make this all work; Diane, Kate, William, Rich, Kelley, Phyllis, Lee, along with the two wonderful men from HITS Tommy and Carlos. This part of FF would not be as successful without these folks in place for ME. For those that may not know how VIP works it is all timed and on a schedule between me and the HIT kitchen staff. My crew and I do all the legwork, running and set up. Without the correct folks in place it could NEVER work the great way it did this past year. So I thank them from the bottom of my heart!!

On top of running the VIP area I am also responsible for putting on the Breed Show Wine and Cheese which was held at the same time as the JOG this year. Thanks to my super crew all went off without a hitch!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Everyone enjoyed themselves!!

Our huge Competitors Party was a HUGE success, again thanks to my crew. There were a few glitches with HITS but WE made it all come together and PARTIED. Having a THEME for this party was a super idea and we are planning on continuing with this idea as we move forward to 2013. Paul E and his partner ROCKED!!!!!!!!!! Using Ring 1 for our contests was the best!!!!!! So so so so much fun.

My crew and I have already begun to gather ideas for next year!!!!

Fall VIP 2013

Talks are on going about 2013 and the moving of the dates for FF 2013. I have presented to the FF committee what I believe will work for 2013 and also be cost affective. I will await the decision of USEF and NEDA Board before move forward with 2013.

End of the Year Awards

We are in full swing of receiving paperwork/e-mails/phone calls from our membership. Linda M. is my "go to" gal for scoring and placement, she ROCKS!! We hope to have everything in place for the announcement of our winners before Thanksgivings.

I have our Mountain Horse Jackets for our winners and they will be embroidered after the first of the year. I have all supplies to create the certificates of Awards after the first of the year. Saddle pads from Dover will be received after the first of the year. I will also be speaking with Lee about creating our program after the holidays. As far as "The Gathering", I am working to finalize details with our caterer.

On another note I am stepping down as of this 2013 YEA event. It is time to let someone else run with it. I have enjoyed my time creating this event but have found I am a bit over loaded and need to down size some parts of my NEDA life. I will be putting together a To Do check list for the next person stepping into these shoes it can work as their baseline to YEA and banquet. I found that the one I received was most helpful. I also will have jackets from Mountain Horse for 2014 to hand to the next coordinator.

Equine Affaire

I am ready to rock and roll. We will be in West Springfield MA from Wed.Nov.7-Sun.Nov.11. We can be found in the Breed Stroh Building directly in the center of the building BEST SPOT in the whole building. My volunteers are falling into place nicely, I have a super crew that work very hard to help recruit for NEDA membership.

NEDA Wear

We took NEDA wear with us to FF in NY. I also had 10 FF jackets created of which 6 sold. Our logo thanks to the very hard work of Arty and his team is breath taking and was worth the wait. Diane H has offered to take the remaining item to Maine with her for the Fall Weekend. Anything else left I will take to EA and sell. At this time Arty and I are very close to linking to our NEDA web site. It is a user friendly way of ordering limited items of which we have been selling all year. This has been a real labor of love and working with Arty has been a pleasure however selling has been a challenge for Danny and I. I feel at this time someone should own this project in order to really get it off the ground. Our logo is complete and that was number one. Now how to get items to events and sold????? or we just work off of our web site?????????

Membership –

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

“This is still a quiet time for membership.

The 2013 OPL is just getting started. The plan is for Dianne Cantara to be acting Editor and I'll be her assistant.

Lee Cullen has forwarded some volunteer recruitment information to me from The Trustees of Reservations suggesting (rightly so) that NEDA needs to step up our recruitment efforts. Please see attached graphic. It would be great to get a committee working on this topic as it is becoming obvious that NEDA needs some new blood in several areas. I'm wondering if NEDA should consider hosting a meet and greet event with the idea of recruitment. In the past we have held strategic planning sessions, I think we need to plan a strategic recruitment session!