

**New England Dressage Association
Board of Directors
Summary of Meeting
November 14, 2012**

Participating in person: KMcHugh, BJenkins, KO'Connor, PLeBlanc, PCormier, LMendenhall, DHolston, CShea, JSheehan, KHickerson, KWotjylak

Participating at the invitation of the board: CO'Neill

Participating via conference call: HStone, APrenosil, SMcKeown, SDavenport, DCarr-Kirk, ADane, SWalker

Secretary

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

Heather gave an update on the results of the electronic delivery of ballots, and after discussion the board determined to continue to deliver ballots electronically, with more advance warning over the summer so that members would be expecting the arrival of the electronic ballots.

Treasurer

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

Sue led a discussion of the current budget surplus, and the board discussed whether there were expenditures and/or donations that could/should be undertaken at this point now that the budget picture for 2012 is more clear. After extensive discussion, the competition committee agreed to come back to the board with a medals proposal (along with the scores for the medals), and the spring show committee agreed to come back to the board with a proposal about buying new rings for the spring show.

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:

“We'll have the usual secretary, prez and financial reports (did you see how well our year is turning out financially? Yea, all of you!!!). But the main agenda item will be a discussion of volunteer versus paid roles within NEDA. With our functions becoming larger and more complex, can we continue to run them on volunteer steam? The fall show has already made the transition to a hybrid model, with paid secretary services combined with volunteer management and show support. Should other events consider moving in that direction, making the management jobs a little less stressful and time consuming? Can we break up management jobs to make them more manageable for busy people? Finally, what are the implications for NEDA board membership of moving in that direction, if we are inclined to consider that?”

I am also pasting in below an email from Kat, outlining the arrangement she and Shawn have worked out to cover advertising for the coming year, which we should plan on discussing:

Right now as many of you know, I (Kat) am leaving my position on the Board officially after the next Board meeting on November 14th. I have already found a replacement for the Marketing portion of my position. This will be taken over by Catherine O'Neil whose interest lies in equine journalism. Her role will be to oversee the Marketing and PR Committee. Included in this will be to see that press releases are still going out, she will oversee social media which includes Facebook, she will be overseeing the e-newsletter and lastly overseeing and working with the person in the Advertising position. Until we have individuals to take over these roles, she will be doing the bulk of the heavy lifting.

At our last Board meeting, Shawn Walker who is our NEDA Member at Large spoke about being able to possibly fill the shoes of the Advertising role, depending on what it entailed. After speaking with her at length, she is willing to take it on, but would mean a large compromise on behalf of NEDA. Keep in mind that there's pros and cons to this of which I'll list below, but the biggest point to drive home which Beth mentioned at our last board meeting is that our Board members take on too much already, if we cannot find the volunteers to run certain things, then we should really think about dropping those things from the NEDA docket. I think however Advertising has to be kept up to some degree because how else will you be publicizing events and NEDA membership? I have a solution for that too, but it's probably not something many will like.

The overall compromise is that we minimize our advertising to the bare minimum. NEDA/the Advertising position would only work with a single publication which would cut down on confusion and overall management. If the Advertising personnel felt comfortable expanding past that one publication, that is their discretion and they should not feel over pressured in their position. Start small and work your way up, don't start with everything and let people and their expectations down.

Things to keep in mind, we have no way to track which publications have proved the most worthwhile for our organization. For a few simple reasons, I am recommending we stick with only publicizing with one publication. Please understand that this is coming from everything I've done and learned in the past year for NEDA. Marketing is what I'm getting paid to do now and in the future, and I'm making these recommendations based on my own experience. I'm trying to leave personal opinions out of the mix to provide NEDA with everything they received in the past year, but whittling it down to what a new person like Shawn who has no experience but is willing to help NEDA out in times of need, could manage.

Publicize NEDA with one publication and I would recommend it be Equine Journal.

- Equine Journal provides free designing of ads. They work within our Style Guide.
- Equine Journal puts huge efforts into making sure we're getting promotions over and above our paid advertising. Their writers call us to publicize our events in editorial sections of their magazine.
- Equine Journal gives a free subscription to all our members, a HUGE benefit.
- Equine Journal and Horsemen's Yankee Pedlar combined themselves last year so now they are one publication. Their mailing lists are much bigger and they have a wider reach, but also a regional section highlighting New England happenings.
- Our Equine Journal ad rep calls me every other week to maintain our relationship to be sure things are on track and to see if they can be doing anything more. Essentially they

help to hold my hand when things were a little too crazy and I was getting close to deadlines.

Another pro of whittling things down to one area is pretty significant. One would be, cutting advertising costs and contract labor down tremendously. Right now the Advertising budget is at \$12,500 and we could cut it down to about \$8,000. It would also mean decreases in Contract Labor.

I would make a move to remove all bartering that is happening, as in with Dressage Today (our bartering agreement with Chronicle of the Horse would be fulfilled prior to my leaving). To be blunt, Dressage Today doesn't care about seeing our ad space fulfilled or helping us to achieve the most bang for our buck. They don't give us non-profit discounts on advertising or quantity discounts for when we spend our bartered dollars. They aren't easy to communicate with and once our advertising contract is signed, I don't hear from them. Dressage Today is also a national magazine which is NOT our membership; it's a national magazine, we're regional. To date, I cannot say that I've seen much benefit from advertising in print in the past or online as we did this year. I would suggest if Sponsorship would like to renew a bartered agreement with them, you try and get them to provide benefits to our members like a 50% off new subscribers to Dressage Today for one year. Turn it into a member's benefit and remove the headache that isn't proving much worth from Advertising.

Your only other alternative I can see at this point is letting committees do their own advertising. They set aside an amount in their budget to advertise what they want. Then it's up to them to fulfill their roles with where they think they should be advertising. In the past Beth has placed ads in Sidelines in February for Fall Festival for example. Arabella just saw that payment was made on behalf of Beth. So in the future, it would be up to Beth and her committee to take over Arabella's part as she already had Lee designing stuff for her. Keep in mind that this could mean people aren't asking the questions about who their target audience is, what their trying to achieve and forming specific plans to meet this. It would just be about spending advertising dollars.

Finally, I am attaching to this email a listing of our board of directors as it appears in the Tip. I know we have a new Flextime person and a new communications person, and maybe there are other things that need updating. Can you please email me with updated information for yourself or, in the case of coordinators, any of your peeps? A new listing will be updated on the web and in the Tip in December."

At the meeting, Kathy reminded the board members that their profiles would be appearing serially in the TIP, and that they should look at the schedule and make sure that they get their profiles to Tracie by the deadline for the relevant issue.

Kathy updated the board on her ad hoc Fall Show committee. The work is ongoing, but the initial meeting was very productive.

Nominations

The sponsorship committee wants to add a new member to the board, who would work with the sponsorship committee, called sponsorship development. Kathleen Gilroy has been working on the committee for over a year, and has been doing a great job. After discussion, the board **VOTED** to add Kathleen Gilroy to the board as the Sponsorship Development manager.

The membership committee outlined that Iris Berdrow is working with Deb Carr-Kirk starting in January to replace Deb Carr-Kirk in November of 2013.

Linda Mendenhall agreed to take over the Year End Awards and Banquet. After discussion, the board **VOTED** to approve Linda as the Year End Awards and Banquet coordinator on the board.

Elizabeth Psaledas will be in an off-board role, taking charge of the Flextime program from Nancy Terry. Elizabeth has already started working with Nancy to ensure a smooth transition. After discussion, the board **VOTED** to approve Elizabeth Psaledas as the new Flextime coordinator.

Shawn Walker expressed an interest in taking over the Advertising role while she remains Member at Large. After discussion, the board **VOTED** to approve Shawn as the new Advertising coordinator.

After Catherine left the meeting, and after discussion, the board **VOTED** to elect Catherine O'Neill to the board as Media Relations Manager, overseeing newsletters, social media, etc.

Volunteers vs. Paid Positions for NEDA Events

Kathy led a discussion of paid roles vs. volunteer roles at NEDA, and whether someone who holds some kind of paid role with NEDA could also serve as a volunteer board member. After extensive discussion, the board confirmed its interpretation of the language in the Standing Rules that anyone who receives any money from NEDA (whether from NEDA as a whole or as a paid part of any NEDA event) can not also serve as a member of the board.

Coordinator Reports

Sport Horse

At the meeting, Kathy updated the board on the new flyer, and the auction committee meeting. The sporthorse committee as a whole also met and had a good meeting.

Sponsorship -

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

“Sponsorship, thanks to the hard work of Christine, fulfilled the commitments of the Fall Symposium to our Premier Sponsors, and also helped with the vendors for the weekend. This concludes the work for this year's events, and we shall now turn to starting the renewal process for this year's sponsors.

We are in the process of reviewing all facets of the work that sponsorship does and its role in the broad spectrum of NEDA outreach. It is very apparent that the fields of sponsorship for each event, vendor participation at events, advertising in the event programs and special sponsorship, for classes in our competitions, and awards, all are part of the "big picture" and that we should gear our work to make these integrations as easy as possible for both our workers and the participants. In addition, it is important for sponsorship to help Beth and Jane with the tremendous work they need to do to deal with the huge amount of sponsor/vendor information that they must ask for, incorporate in the Fall Festival, and be responsible for.

In light of this review, we would like to ask the Board for an addition to our Sponsorship Committee. Kathleen Gilroy has been working with expertise and enthusiasm on the nuts and

bolts of sponsorship marketing and agreement implementation, and is invaluable to our ability to get things finalized. While it is not necessary to take a vote at this Board meeting to add her to the Board, I shall be asking Phyllis and Christine to propose that we vote to do so. This will give Sponsorship 4 members, but I think the amount of work that we will be doing justifies the additional member. The position will be called, for the present, "Sponsor Development." We can, however, put off the vote until the December meeting, when I shall be certain to be present. At that time, I will be able to give a more detailed report on our review.

A further point to be made in my sponsorship report is that Christine is now engaged in collecting the Premier ads for the Omnibus and the Salute. With no resolution of a Salute editor, she is not sure to whom the ads should go, and if, indeed, we will be producing a Salute. Tracie has offered to be the recipient for the Salute ads, but we need to work on a more permanent solution."

Marketing and Advertising –

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

"I'm going to make this a very short "report" as the past month has really been about tying things up. Officially after this evening, I'll be asking that my duties be finished relating to NEDA so I can focus on what's ahead. I will be available for consultation but on a much more limited basis, so please remove this email address from your contact lists.

Marketing/PR- Catherine O'Neil has all of my materials and is slowly helping to facilitate the Marketing and PR needs of NEDA. She should be the one you contact for anything you need relating to those things. She has my personal email address as this one (kwojtylak@drapertherapies.com) will be deleted in another few weeks just in case she needs anything further. You can all reach her at advertising.neda@gmail.com.

Advertising- Kathy has already attached what's going on with the Advertising portion of my position. I just need to reiterate that if you all need my help facilitating this, I cannot have this drawn out much longer as I really need to focus on the road ahead, so tonight's decision needs to be pretty well tied up as far as what NEDA wants to do. In relation to all Advertising contracts, everything we had pending will be tied up before I leave. To date all contracts have been fulfilled aside from Chronicle of the Horse which I am facilitating at this time.

Style Guide- Some recent grumbles have come to light in relation to the Style Guide and their use in the TIP. Since Tracie will not be at this meeting, I'm happy to address all concerns in person as I am able to but, it's going to be a very hard discussion to have without her. I invite you to all read the Style Guide again before the meeting so we can be on the same page. By this weekend I should have all the new headers that reflect this style guide that will be implemented for the e-newsletter and Facebook cover photos. This group also includes the badges for the Education Committee and Sporthorse Committee."

Education -

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

"Good news, we have a new flextime coordinator who is currently working with Nancy Terry to take over her position and transition smoothly. Her name is Elizabeth Psaledas (the "p" is silent).

Don't know exactly how we did with "numbers" for Fall Symposium in Maine(Jen will have that report), but it seemed to go extremely well and I have only heard great comments and no negatives yet (which is a first). The clinicians and demo riders were easy to work with and there was a packed house on Saturday. Sunday was noticeably quieter, but the "big" storm Sandy was coming in and maybe that affected our turnout?...we hope to have Jen and the Pineland Team offer another FS in 2014!

I have been doing the Education emails and think that the Ed Coord or someone in this dept needs to facilitate these in the future. It makes so much sense and is very easy to draft the email and add things as they come in. If Catherine (our new ad person) wants to oversee it and make sure we are staying in the guidelines, etc that would be great! Our last one went out 11-13-12.

Kathy Hickerson, Linda Mendenhall, Elizabeth Preston (hopefully new symposium organizer), Kate O and I are all meeting on the phone Thursday evening to discuss having a Young Horse/Sport horse symposium this late spring/early summer....in lieu of a traditional spring symposium. We will be discussing dates, topic, clinicians, and location. Hopefully, we can come up with some concrete ideas and then speak with Scott at USDF Convention to finalize plans.

Fall Symposium 2013 – have a date that we can have indoor facility at Three County Fairgrounds in Northampton, MA and have an idea.”

Karin Swanfeldt Matters (Equine Affaire, the Gathering 2013 and 2012 Year End Awards)

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

2012 EA

Event ran from Thursday Nov. 8 @9AM-Sunday Nov. 11 @ 5PM. Danny and I arrived on site Wednesday during the nor'easter of snow and ice to set up the NEDA booth.

The show opened very slowly on Thursday with membership sign ups but that is not the only reason we are there to represent NEDA. We spent alot of time networking many different areas of interest to our organization. The big highlight of Thursday was a NEW FAMILY of 5 for a three year membership!! They also want to volunteer.

The remaining three days were very, very, very busy. Lots of renewals and new memberships. On top of the renewals and recruiting we also landed new vendors for the Spring and Fall show. As well as folks offering their time and energy to speak at workshops (nutrition horse/human, bio-mechanics of the horse, The Bra Lady, saddle fitting and how to know good from bad, accounting concerns, yoga) for free for NEDA. I have all of this information which I will get to the correct folks on NEDA to follow up.

Many members had many, many questions this years for us and I feel we were highly successful in answering them all. There was also alot of talk and questions about Western Dressage and Walking Horse Dressage. Lots to talk and think about for the future of NEDA!!

I will be delivering all memberships and money to Tammy this weekend.

We had a hugely successful event and feel it is wonderful exposure for NEDA. My thanks go to Daniel Swanfeldt, Kariel Swanfeldt, Paula Adleson, Christine Shea, Paul Cormier, Kate O'Connell, Kathy Hickerson , Linda Mendenhall. You all helped make this a wonderful event for NEDA!! Equine Affaire gets BETTER and BIGGER every year. Thank you for allowing me to be the face of NEDA at this show. On to 2013 the dates will be Nov.7-10 2013.

THE GATHERING 2013

I have been in contact with Family Crest Catering of Marshfield MA. David is the owner! We have spoken in detail about what I am looking to put together.

I want to do this event right on the grounds after the last ride on Saturday. So it can be a come as you are event or dress up out of riding clothes. All under a big white tent with lights and heaters. "The Gathering" that is why I gave it this name.

YEA Awards 2012

As far as YEA awards, they are all in. Scoring completed by Linda Mendenhall to be posted by weeks end and final before Thanksgiving. I will be hand making certificates, getting saddle pads from Dover and having all jackets embroidered by Arty at EmbroideME. I will be stepping down from YEA/Banquet after The Gathering in 2013. It is time I begin to down size my duties with NEDA and pass this on.

EmbroidME weblink this is in the working and is hoped to be up after Thanksgiving. It is hoped that there will be three jackets to pick from on our website as well as other items to begin with. I still have a few NEDA items that have not sold which we can hang on to for next year at the spring show and move forward at that time.”

2013 Year End Awards

The following written report was submitted by Linda Mendenhall in advance of the meeting:

“I wanted to get some dates set in place for our 2013 awards so that Debbie can update the Omnibus and we can get things out on the website as well.

I would like to see the NEDA awards year be the same as the USDF awards year. This creates confusion every year and I am sure there is a reason for the difference originally, but I'd like to see our awards year run the same as USDF.

I would also like to send a survey out over the winter to get a feel from the membership about YEA. I am thinking end of January.”

TIP

The following written report was submitted by Tracie Richardson in advance of the meeting:

“The Nov/Dec TIP should go to the printer today. The January TIP is deadlined for 12/1 and will focus on the Stallion Auction.”

Fall Show -

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

“So.... the Region 8 Committee got to work and we have laid out a new version of Fall Festival. We worked well together: Fern Feldman, Linda Mendenhall, Bill Warren, Rene Isler, and Debra Reinhardt.

We moved 27 of the Regionals classes so that everyone now has an opportunity for a warm up ride at the same level as their championship.

Adjoining levels will be on adjoining days.

We changed the Open classes to have Test 3 of the USEF levels every day, along with the FEI Test of Choice.

Judges are also laid out, with American judges doing the Regionals and foreign CDI judges doing only the CDI and FEI Level Open Championships.

Stabling will stay at \$200 per stall. Early entries get the front barns. I estimate 100-150 stalls will have to be used in the back barns.

So, that meant a complete revamping of show documentation and the databases which keep it all organized.

That, I am happy to report, is now completed. I made a small mock show and have run it through both Fox Village and my databases and all seems to work.

We lost Wysocki, Schmutz, Holler and Rogers as judges with the date change and so we are back to the drawing board and will be hiring a new flock of judges.

We are portioning out jobs in smaller chunks. Fie Anderson has agreed to help with the judges and officials.

Paula Adelson, Jennifer Antonnin and Helen van der Voort will be helping with volunteers.

Steve Schubert, for additional fee, will do the stabling assignments.

Linda Mendenhall will take over more the the ribbons.

And probably making sure that the Breed Show awards checks are sent to the appropriate people.

As for the 2012 show, it made some money ... which was a surprise.

I am not sure what will happen in 2013. As laid out, the show has added a ring and has only as much time as the entry we had in 2012 plus their rides on the wait list.

What might expand is the Breed Show. We always have unused ring time on Thursday and Sunday..... and not enough ring time on Friday and Saturday.

I suspect that will continue to be the case.

I am now revamping the prize list.

And soon all of this will be on the NEDA website.”

Continuing Education -

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

"On target for "r" and "L"."

Membership –

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

“Tammy reports that renewals jumped after the reminder email was sent out last week. Yeah and thanks to Catherine O’Neil!

I found out what happens with the names of the people who sign up to “volunteer” on the NEDA member application. The wording on the application asks people to sign up to be included on email announcements. At the moment, we have approximately 550 people who have signed up to

be included on the Volunteer Email Announcements. It looks like NEDA now needs to follow up on this idea and create a Volunteer Email, which could include information for individuals to use depending on what their interest is.

Lee Cullen has forwarded the name and contact information of someone who would like to volunteer her services to NEDA.

I am in the midst of editing the 2013 OPL and would like to encourage the board members to respond to my requests for information ASAP. It would be really super to have all the updated materials in my hands within the next week. Let's get this done before Thanksgiving and the convention. Thanks all!

I am also currently working with Diane and Karin to determine the 2013 NEDA volunteer gift. We have not made a final decision yet and I would love to hear from board members if anyone has a great NEDA Volunteer Gift idea. The prerequisites for the gift are, it must be a useful gift and it should not be too big so that it can be easily mailed. Please email me directly if you have any ideas.

Since NEDA has some extra money in the bank at the end of a great year, I would like to suggest that now might be a good time for NEDA to consider ordering a few extra promotional products such as pens and perhaps lanyards to use at all of our events. Our committee also thought of bottle Koozies or Huggys. While I like the idea of Huggys for a promotional gift (to give away at Equine Affaire or something similar), I didn't feel that it was a special enough gift for our super Volunteers."