

**New England Dressage Association
Board of Directors
Summary of Meeting
November 20, 2013**

Participating in person: BJenkins, PCormier, IBerdrow, SDavenport, MSchrader, KMcHugh, SLeblanc, PLeBlanc, CShea, KO'Connor, KWitzaszek, LJohnson, SAdams

Participating via conference call: EPreston, KGilroy, ADane, KHickerson, LMendenhall, TRichardson, JDillon, SWalker, APrenosil

Secretary

The board **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.

Treasurer

Leah circulated the budget and financials and Mary circulated the investment report prior to the meeting. The board discussed the cash shortfall in NEDA's accounts at this point in the year.

President's Report

The following report was submitted by Kathy McHugh prior to the meeting:

"I have been dealing with our cash flow crunch this past month. Also tweaking our investment advisor to get the paperwork completed for transfer to Mary Schrader's name on the two accounts I submitted in AUGUST!! Finally done TODAY!! Now I have to start all over again with the scholarship accounts. I have drummed up a bunch of leftover volunteer gifts from Deb Carr-Kirk for our GMO Basket at the convention. I will be joining Kate O'Connor on Friday night for a shakedown dinner cruise on Boston Harbor to consider whether it would be a good host committee event for next year's USDF Convention taking place in Boston. We get together again on Sunday (along with others) to go see Katje Elders facilities in Litchfield CT for consideration for a future NEDA symposium."

At the meeting, the board discussed Susanne Adams shadowing Molly Johns to learn about the Salute layout job with a view towards taking it over next year if Molly can't continue to do it in the future.

Sponsorship

Christine led the board in a discussion about the value that NEDA can provide to 2014 sponsors. Jen pointed out that if the Symposium continues to move around, you will continue to have disruption in the sponsors and vendors because whatever venue chosen will not work for everyone. Kathy asked Christine to think about looking at the Education Outreach program as well as a place where possible value could be added for sponsors.

The board also discussed the possibility of allowing sponsors to put forth one or more emails to the membership. Christine agreed to come back to the board with a proposal at a future meeting, after her team thought through a proposal and after Christine has a chance to speak to sponsors about what they value and are looking for in future sponsorship benefits. Jen pointed out that constant contact has a huge amount of statistics that are available that show how often a sponsor's logo was sent out in

an email, how often it was clicked through, etc. Linda pointed out that there are a lot of companies on NEDA's "like" list that aren't sponsors. Christine will speak to Katie Moran about keeping the "like" list up to date, etc. and have her coordinate with Elizabeth Preston and others who post things to Facebook, the website and tweet.

2014 Symposium Update

Kate has reached out to a couple of possible clinicians for a 2014 symposium. A couple of people are going to Litchfield, CT to see a new facility to accommodate a symposium.

TIP Advertising

Christine spoke to Andreas about a pull out or separate section (about 20 pages) to be sent with the TIP to advertise the global dressage forum. Our publisher can do it (either as a separate section or in a cellophane bag) and it would cost about \$1,000 (plus postage). Is this something that the board would entertain in general (for sponsors at a certain level, or at an additional a la carte cost)? Or only cash sponsors? And the regular TIP deadlines would have to be met.

Coordinator Reports

Sporthorse -

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

“NEDA Stallion Auction (1/19/2014 - 2/15/2014)

Letters have gone out to the stallion owners for the NEDA Stallion auction thanks to Tammy. She has loaded all the stallion owners in the database and did an online letter where they can fill out their contract to donate a breeding through an online form. I did a donation breeding for Majestic Gaits to test it out and worked well. Already Hilltop has donated 2 sets of choice of stallions. The process is working well.

The stallion team (Tammy Papparella, Rachel Erlich and I) have been using the groups in the NEDA database to keep everything in one place. Very helpful to streamline this process and keep all the information together instead of buried in emails and private files. Thanks Tammy and database team for making this available for us!

Kris Conquest joined the Sporthorse Committee. She drafted the letter to go out to the stallions owners, which was very helpful. She was planning to be the stallion recruiter, but, she is finding her time is not as available and it is a job with a big ramp up of knowledge needed. We will find some work that is not such a big job and later when she is more available. We do need to look harder at this position and see if we can make it a smaller job. But we do need a volunteer(s) to recruit and follow up with the stallion owners. It is a huge job. We tried to keep it with one person to keep some consistency with the stallion owners like sponsorship does as these are our sponsors bringing in our funds. The position requires a person with good personal and organization skills to interface and keep track of all the stallion owners. The team will look at it further and see how we can possibly break it down more. It has been a burn out job. Tammy, Rachel and I are trying to fill in for now.

Working on the ads for the Equine Journal and the Tip for the Stallion Auction. Finally at a place where there is enough information to finish it off hopefully this week.

We will be starting to receive business cards from all the donated stallions. The Stallion Page in the Tip will need to be updated.

I need to renew the stallion auction www.nedastallionauction.org site.

Breed Show Flyer

Beth Robinson is working on the updates on this. We missed having it ready for Equine Affaire as she lost all her previous NEDA Files from a drive that went bad last year, so she is recreating it. We should have it ready for the USDF Meeting. This usually goes out in the membership packets too.

Breed Show Series

GMHA wanted to have a breed show there, but we have a conflict with our existing shows. Nothing we can do this year, but will be researching if we can figure out something for next year.

Sporthorse Web Pages

Elizabeth Preston is busy getting all the updates on the NEDA sporthorse pages.

There is an announcement that came out this past week about a new association United States Sport Horse Breeders Association, Inc (USSHBA) made up of breeders. I talked with some of the founding members at the USEF Sporthorse Seminar in KY. They essentially are addressing issues that have been a long time problem for breeders including getting one number for each horse. Will help to bring breeders together for this country to address their needs across all breeds.

I attended the USEF Sporthorse Seminar the 2nd day in KY. It is very exciting as they will be having next year in 2014 a National Young Horse Championships for all disciplines including driving, eventing, hunters and dressage. Dressage will be at Lamplight in 2014 as they have a contract, but will move to KY in 2015. It was very interesting listing to each discipline and how they evaluate conformation and movement, along with how they will be assigning points. There is a lot of similarities.

The USEF also has up for vote to microchip all horses. The USHJA put this forward this year. Many of the breed organization want it. The USSHBA is one organization that can help push things through like this to help identify horses, but also to keep track of sport results. The FEI requires it for all their horses and many of the countries already do this. I proposed it through the KWPN-NA and they are already working on how we can start it for KWPN horses. They already require it in Holland for all horses.

Sporthorse Clinics

Right now we don't have any clinics planned for 2014. I have not heard of any yet from other organizations in New England yet.”

Sponsorship -

The following written report was submitted by Christine Shea in advance of the meeting:

“The NEDA Sponsorship team is working on the 2014 planning for benefits. We have some challenges that the Board can assist with.

As you know, traditionally we have had two competitions, two Symposia, The Tip of the Hat, Salute, Omnibus as well as a listing and links on our website as our foundation for our offerings. As we transition to 2014 some of our offering is unconfirmed.

We know we will have two competitions.. and it sounds like there be three shows we can offer to our sponsors for vendor and ad benefits..

The Tip of the Hat is planned to continue so that valuable benefit will continue
The Omnibus team has indicated that we are limited to how much advertising we can offer to sponsors without some compensation being made to the OPL publisher. The NEDA ads don't generate any ad revenue for the OPL. This is a valued benefit we are now limiting.

The Salute - thankfully Molly has agreed to oversee the creation of the Salute again for the 2013 Salute – but this was just decided.

The sponsorship team is obviously invested in and impacted by all the NEDA events throughout the year. The events and our publications are our “offering” to our sponsors. When these are not confirmed during the time we are working to get sponsors to renew or sign up, we can't effectively communicate what the value would be to the sponsor for the dollars we are asking. In today's world where there is competition for every dollar these companies spend that will put us at a disadvantage. Sponsorship would like to engage the Board on how we may be able to define our annual offering earlier so we can have a firm offering we can approach Sponsors with.

The sponsorship team is working on developing new benefits we can offer to sponsors. After researching what other GMOs do some ideas are:

- Name rings at our competitions for high level sponsors – this has the sponsor name being repeated throughout the day.. instead of saying a competitor is going into Ring 1 we could say they are going into the “SmartPak” ring...
- Have articles on our website from sponsors which highlight them. These articles could be written by our sponsors (with NEDA approval) – for example, SmartPak could write an article on supplements...
- Our awesome website team (Thank you!) had some great ideas such as:
 - surveys or quizzes that pertain to sponsors,
 - Exposure on our Facebook page or what about videos on our You tube page sponsored by one of our sponsors
- We know sponsors want access to emailing our membership. Until now, the board has resisted allowing this with any frequency. This is understandable since we don't want to “spam” our members, but if there is a way to utilize this without creating a spamming perception we should consider it. We could regulate the frequency and it could be priced so that it was only for our true elite sponsors. Maybe we somehow utilize our eNewsletters to give more sponsor exposure (now the logos are displayed with links).

I have begun calling our sponsors to ask about their level of satisfaction and understand what benefits they currently value most and what they would like us to consider adding.

- I have had one sponsor so far ask that VIP benefits to the Awards banquet be a benefit similar to the VIP benefits at the events.

While the sponsorship team will certainly work to retain all our sponsors and acquire new sponsors this really needs to be a concern for our Board since these funds help to support our membership offerings. Without these funds we will either need to reduce what we use (the saddle pads and gift certificates for awards for example) or dip into other funding opportunities to provide the same level of investment provided in prior years.

We have already received the renewal payment for DeMoulas/Broadfields. This is great since they are a valuable sponsor. I have also received a verbal commitment from Greengate Farm LLC, they are reviewing the agreement.

As the new Sponsorship Coordinator, I feel I need to ask for the support of all the board members in solving this dilemma since it goes beyond simply managing the benefits and selling our benefits, but determining how we wish to partner with our Sponsors. We can't sell an undefined offering to our sponsors who are looking for increased value for every dollar they spend.

The sponsorship team welcomes your input on how we can ensure our sponsors continue to see NEDA as a worthwhile investment for their funding."

Fall Show -

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

"Paul and I went and spent four days at the USDF Finals.... schmoozing and being lazy. While there I managed to grab the logo of USDF Charter GMO member from the USDF Office. And I turned it into a vector logo and it is now posted on the NEDA website home page. We received the judge report for NEDA website winning the annual USDF competition and one judge mentioned that there was no mention on our website that NEDA is a GMO member, or that NEDA was a charter USDF member. So now that one is fixed. There is a comment on the other pages too.

[http://www.neda.org/?](http://www.neda.org/)

Fall Show 2013 is pretty much put to bed. I do have a Region 8 Regionals Committee phone call tomorrow to discuss how it all went. There are a few minor tweaks which have already been made for 2014. For example, we only offered Test 1 of each USEF level on Saturday.... due to offering Test 3 every day for Regionals competitors to use as a warm up for their championship class. I have changed the class list for 2014 and we now offer Test 2 on Thursday and Saturday, Test 1 on Friday and Sunday.

We need to be more user friendly in assigning stabling, honoring reasonable stall requests. And we must be very careful to assign stalls first come first serve. Period. Above a certain Bridle Number and you are in the back barns. Period. We had some problems this year. Someone would enter early, part of a large group. Later entrants to that group would be expecting a stall held in the Front Barns, even tho entering when the Front Barns were full. We just have to be more definite here.

Officials are all hired for 2014, except for one more, a USEF R looking to have Fourth 3 classes in order to upgrade to S.

And... we have the OK to move the officials (26 of them) to Diamond Mills Hotel. That is a big PR bonus as there were vocal complaints about the Holiday Inn / Garden Plaza in Kingston. But

it simplifies things a lot. We will put a couple of people in one NEDA management hotel room, focusing on getting the officials to and from the grounds etc.

Being closer to the grounds simplifies the shuttle situation and we are hoping to cut some expenditure there....

So, that brings up show shuttle services for the officials. At the finals in Lexington and at Devon show management rents vehicles from, say, Enterprise and takes out all of the various insurance options. These options pretty much double the cost of the vehicle. Then a volunteer drives the vehicle and shuttles officials around. At the Finals in Lexington, the rented shuttle had an accident (minor) in the hotel parking lot..... but Enterprise quickly sent another vehicle and they went on to the show. Ky DA has gone this shuttle route for years.

Fall Show 2014 is looking into a similar arrangement. Right at the moment it is looking like Karin and Danny Swanfeldt staying at Diamond Mills, acting as NEDA hosts. Danny would track the officials and their driving needs, and he would drive a rented vehicle back and forth to the grounds. Danny is not tied up to any particular job once the show starts, so he could be shuttle driver during the day as needed. Karin is already involved in various hostess stuff for the officials, so this is a logical place for her too.

Then.... Kate and a few others have been complaining about the drive back and forth to the hotel in Kingston. Karin found a house for rent around the corner from the HITS grounds and the show has rented the house for a week. It has 4 BR and a second bath is being installed now. A horse person bought it last July as an investment, rental for HITS customers. Seems to be on the up and up. And, looking at the finances, the show will save going this route for 7 or 8 volunteers staying there.

As for finances, already I see increased expenditures next year. USEF is now collecting \$1.50 per horse.... and that will turn into more than \$1,000 additional to be paid to USEF. FEI has also considerably raised its dues. So, I have kept entries and stabling the same for 2014 but increased the Office Fee from \$30 to \$40. That will cover some of the show increases.... and cut a bit into anticipated net revenue.

Then, there are these new printers that print very nice plastic name tags, about the same size as credit card and a bit thicker. They clip onto a lanyard. We had them at the Sport Horse seminar in September. And they had them at the Finals. We print about 300 such name tags for Fall Festival.

I am wondering if such a printer is a good Fall Festival / NEDA investment. What I do not need just before the show is to spend a whole day producing name tags.... as I think this printer is far slower than my Inkjet. Then, we could pass it around to Centerline and other NEDA events.... but that requires effort and the hassle of chasing it down. Not sure about that one.

But they sure are nice name tags....

We can discuss it.”

At the meeting, Elizabeth Preston offered to investigate the printer as well as service providers who may offer this service and report back at a future meeting.

Continuing Education –

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

“Continuing Education: we just completed the "B" Session of Part I, USDF "L" Program and thanks to the help of my NEDA volunteers, had a very smooth, successful event with the maximum 30 Participants as well as 30 Auditors and 7 volunteers. Lois Yukins provided humor as well as education. The USDF Power Point was so good, with many videos of good and not so good movements, so served as an excellent basis for comparison. Lois's report to the "L" faculty was also very complimentary.

Our last Part I session will be April 5-6. The first Part II session will be at NEDA Spring. I have changed the D-2 session from King Oak to the July GMHA which should have a larger entry in the classes we need.”

Equine Affaire -

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

“Danny and I arrived on Wednesday afternoon to set up the NEDA Booth. We were once again located in the Breed building but we were moved to the very center of the building close to the main entry way (at no extra cost). It was a fantastic location. We had all new neighbors around us which made the four days fly by. There were over 100,000 people that passed through the doorways of this event. Every discipline, every breed were all under one roof for four days. The weather was fantastic which really brought the crowd out.

This event has become so much more than just the renewing of our members. It has been an information Center for all interested in Dressage. I am very PROUD to say after all these years of working this booth myself; Danny and my outstanding volunteers can answer all questions brought our way. We ALL work so well together all four days. It is a really TEAM. Outgoing and upbeat is how our days are spent. It is so special to me to know have many folks look for us each and every year to either renew, say THANK YOU or just want to catch up on the past year, I just wish I could remember everyone names.

Our recruiting of new members was way up this year and the average I am happy to say were middle aged AA riders. We also had four NEW families and one bronze. We worked the volunteer angle and have many new faces coming our way to step up to help. There were even two women that DO NOT ride became members just to volunteer. I also had an 82 year old woman sign up who did her FIRST schooling show this year got a 67% at training level and now wants to come NEDA's way YAH!!! Also there were many businesses interested in advertising with NEDA and sponsorship. Equine Homes came to see me and wants to get back on board with NEDA. We handed off all information to each and every one that was interested.

We have made some really good friends over the many years we have been doing this event for NEDA and in all of the years we feel this one was the MOST SUCCESS. Our day began at 8:30am and we closed shop at 7:30 pm each night except Sunday.

In closing I must say I was concerned that now we are on line for renewals I was afraid this event may not be need anymore but I now can only see how VERY IMPORTANT this trade show is for NEDA and we love being the face of NEDA!! I was approached by Debbie Putnum, the

coordinator of the Breed Build, letting me know that a big wig from the EA corporate had stopped by to speak with me (I had no clue I talk to everyone) about Dressage of course and loved the energy, excitement and involvement our booth has with all of our fellow neighbors.

We have a blast but DO OUR JOB while we are there. Thank you so much for letting me and my TEAM be the face of NEDA at the Equine Affaire; next year the show dates will return to the mid of November the 12th-16th. I also have my entire TEAM in place for an even better event.”

Membership –

Iris asked about the calendar that goes in the member packet. Many members suggested that we drive people to the website to see events. After discussion, the board determined to continue to put the hard copy of the calendar in the member packet. Kathy agreed to help Iris with the calendar.

Year End Awards and Banquet –

There are about 100 people registered. The program is ready, the venue is all set. Linda says that things are on track for a good event. A good percentage of the year end award winners will be at the event.

TIP –

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

“The TIP deadline in December 1st. This is the stallion issue! Please get all you have to me as soon as you can. Kathy would you resend all of the ads to me from the breeders. It's been confusing trying to figure out who gets a free ad etc. if you missed sending your volunteer names in for the last issue we will put them in the January issue. I know there was some confusion. Thanks! Tracie.”

New and Old Business

A couple of board members suggested that Tammy or Elizabeth run an education session for board members (or one on one training for targeted areas) so that other people can run reports and access back end information from the website and the database. There are also training videos on the website for those with administrator access.

Heather updated the board on the ballot results.