

**New England Dressage Association  
Board of Directors  
Summary of Meeting  
March 19, 2014**

Participating in person: HStone, IBerdrow, KO'Connor, SDavenport, PCormier, JSheehan, BJenkins, KMcHugh, ADane, KWitzaszek, EPreston, CGordon, SEDwards

Participating via conference call: KHickerson, JDillon, SWalker, APrenosil

### **Introductions**

Kathy opened the meeting by doing introductions of everyone at the meeting and on the phone, as well as their role at NEDA. Kathy also summarized NEDA's organizational structure, including paid positions, as well as NEDA's events and publications and relationship with the USDF and the OPL.

### **NEDA's Public Face and Public Statements**

Kathy reminded the board that being a board member is a privilege, and involves a certain responsibility. No individual board member is allowed to speak for NEDA without prior full board approval, and only in connection with that individual board member's NEDA duties. No board member should be using their board position to advance any personal opinions about any person, organization or event. It damages NEDA's public reputation, severely erodes trust among board members, members and third parties, projects a very unprofessional image, and could subject NEDA to conflict and liability.

### **Secretary**

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

### **Treasurer**

Leah circulated the financials prior to the meeting. Mary Schrader circulated the investment results. Kathy reported that the audit is ongoing. No problems to report.

### **Linda Mendenhall's and Mary Schrader's Resignation**

Kathy announced that she had a long conversation with Linda. Linda is concerned about being overcommitted, and decided to resign from the board for those reasons. The board thanked her for her long service as a board member, and for her support of NEDA over the years.

The board also thanked Mary Schrader for her service over the past year as Treasurer. Kathy will be filling in as interim Treasurer until a new one can be found.

Alexandra will coordinate as necessary with Elizabeth, Tammy and others as necessary to make sure that the website, the TIP, the organizational chart, etc. is updated appropriately.

### **Job Descriptions**

Alexandra walked the board members through the new job description form. Each board member or area coordinator should fill one out as soon as possible and get them to Alexandra. Once completed, they will be posted on the board section of the website so that that board members can refer to them as necessary.

## **President's Report**

Kathy asked the board to approve the contract for the reception at Ned Devine's for the USDF Convention. After discussion, the board **VOTED** to approve this contract on behalf of NEDA, to be signed by Kathy as President.

## **Website**

Elizabeth updated the board on the new website functionality, including the addition of the OPL prize lists into NEDA's calendar of events, and the OPL advertisers in a members-only section of the website. Elizabeth also updated the board on the new NEDA.org email domains, which are no cost to NEDA because of its non-profit status.

## **Coordinator Reports**

### **Sponsorship -**

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

“As discussed at last month's board meeting, the Sponsorship team is working to establish the best alignment for NEDA sponsorship with the changes expected in 2014 with our Competition and Education programs.

Since the Feb board meeting we have determined that it is in the best interest of NEDA and our sponsors to revert to the original concept used in prior years rather than the concept discussed at the Feb meeting. Christine and Beth met to discuss how sponsorship could support the Fall Festival and it was agreed that due to the complexity and extensive integration of all the FF elements within Beth's impressive database that the best way sponsorship could support the Fall Festival was to 1) Continue to provide the support to the Premier sponsors as we have in the past and 2) Develop the concept for the “Bingo Card” approach to encourage traffic to vendors. This effort will require working with Karin and the team for the Competitors' Party since the concept involves a drawing at the party with the filled out Bingo Cards. More to come on that as the program becomes more clearly defined.

Sponsorship now has the following 2014 sponsorships confirmed: DeMoulas, Greengate Farms LLC, Dark Horse Chocolates, Horseworks Insurance, and Riding Warehouse. We are currently engaged in discussions with others, and Kathleen has agreed to take up the charge for working on the renewals for the majority of the remaining sponsors. Initial communications have gone out to all sponsors.

The following is an area where I am asking for Board discussion and engagement:

With the need for Sponsorship to create packages to cover the evolving needs of sponsors we need to identify how some of the new benefits will be executed. The sponsorship team has ownership and accountability for the creation and management of the sponsorship packages. This includes getting the content from sponsors and working in concert with the event managers and

other Board and non-Board stakeholder involved with NEDA activities. Where we need clarification and support is to identify those individuals who will execute some of the benefit options being offered in 2014. The process has worked well for the shows and educational events and the Tip newsletter. The sponsorship team communicates the benefits to the sponsors, gathers deadlines and gets the appropriate submission from the sponsor. This is then given to the person involved with the event or publication who then executes getting the benefit in place for the sponsor. There are some areas where sponsorship is unclear on who will execute the benefits and would appreciate the board engagement and guidance. Those areas are:

Mailing List: Who has the mailing list and how has it been executed in the past? Assuming we don't give our sponsors our list, who within NEDA receives the sponsor content for mailing and how is it fulfilled?

eMail list: same question as above with regular mailing list.

Facebook page links: Who is managing the NEDA Facebook pages and when sponsors have a benefit that includes a link or mention on our FB page, who executes that? Who do we provide the sponsor content to?

Sponsor Highlight on NEDA.org: This needs further definition. What page, how much content is allowed, what will sponsors need to submit, and we need to know who will execute the placement within the website. Do we work with Elizabeth on the definition? Once defined, who executes putting the content on the website?

eNewsletter sponsorship: With the Tip going electronic, how do we differentiate these newsletters from the Monthly Tips? When a sponsor has a benefit to "sponsor" an eNewsletter, how will that be displayed in the emailing and what, if anything does the sponsor need to provide? Who will be responsible for getting the "newsletter sponsored by" information on the newsletter and is there a calendar of these newsletters?

Month long survey on NEDA.org: Similar to the Sponsor highlight, how do we leverage this new capability our website provides and who executes the survey and is there a monthly calendar?

I have also attached with this report the spreadsheet of benefits and the values we have assigned to these benefits which was approved earlier this year and have attached the sponsorship flyer of benefit packages. While we have pre-designed packages, many sponsors have custom designed packages to meet their unique needs and to ensure both NEDA and the sponsor gets the most value for the investment.

I apologize for being unable to attend this month's meeting, but work travel requires that I will be out of town and unavailable on Wednesday. Thank you to Kerstin and Kathleen for their assistance in facilitating this discussion."

### **Nominations –**

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

"Some of the information below is redundant to the email that I send on Sunday evening (3/16/14), but to make it available to go into the minutes, I must repeat it.

1. We have the following replacements to Board positions, elected in February:

- J. Stanley Edwards as Year End Awards manager.
- Carol Gordon as Flextime manager.

2. I would like to propose that we have a procedure in place for replacement of Board members who find that they are unable to complete their terms, and wish to resign. The Nominations manager, in consultation with the Nominations Committee, will find NEDA members who will accept the terms of the job descriptions for the positions needing a Board replacement, and designate them as the new Board members for the vacant positions. These replacing persons will fill the unexpired term of the positions, and then be subject to the standing rules governing slate proposals submitted to the Board. The Board, having been notified before the next Board meeting which would include the replacements, can raise any issues or objections. With no such feedback, the vote to accept the replacements will be included in the vote to accept the Nominations Report of that month.

3. A job description form has been emailed to you, and the procedure will be as follows:

I shall call each of you, corner you at a meeting, whatever, to fill in the form for the position that you now hold. This will take a bit of time, but when completed will allow us to update comparatively easily the job descriptions as we go on. In the future, we should be able to do this online. I appreciate that doing the work and then being asked to submit your own description is too much, which is why I think that I should talk to each of you to fill out the form.

You can always amend it at any time, should the description change. Nominations will ask for a yearly update, or an update when your term is up.

4. A Treasurer is needed. I have no takers from the present Board. So we must go hunting.

I have a possibility, very long shot.

I think this is the time and place to remind the Board that we all share in the work to find NEDA members who would be not just willing but enthusiastic about joining the Board and working to serve our members as competently and determinably as we all do. It takes a village, as the saying goes, and you are the village. Blab, froth at the mouth, get the word out. It works – that’s how we have our two new members!

5. Replacement of the Communications manager, Katie Moran. I shall be working on contacting the area colleges for a student/students who would find this a slam/dunk. A college student, however, might find it very difficult to come to the monthly meetings. Would it be acceptable for her (possibly him) to call in to the meetings? I need feedback on this.

Enough, already. I still have hopes to make this exchange of information/questions easier for everyone to deal with. But not for this month’s meeting, alas.”

### **Education –**

*Kate reported that Ingrid Klimke and Dr. Ina Goesmeier are confirmed for the Fall Symposium 2014 (November 1 and 2). The event will be held at Apple Knoll. Kate will coordinate with Christine on vendor space. Kate is working on someone for 2015. Kate will be working on getting demo riders, and publicizing the clinic beyond dressage riders into the eventing community. Apple Knoll will help with that as well. Kathy reminded Kate that the TIP deadline is April 1<sup>st</sup> and we should get an announcement in the Education Newsletter.*

### **Fall Show and Summer Show -**

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

“NEDA Competitions quiet right now, as much as it gets quiet.

Summer Show is getting going, although the final contract with Twisdenwood is in limbo.

And.... I finally ordered AA and JrYR ribbons, as well as Open ribbons, for the Summer show. As a result of the loud voices by AA competitors at the USDF Convention. Within NEDA we try to respond two ways:

Spring Show. If there are three or more AA competitors in a class Sue McK gives out two sets of ribbons, the same ribbons. Same for JrYR: 3 competitors to get ribbon for JrYR placing. My feeling on this is that if an AA happens to enter a class with 1 or 2 other AA competitors that AA is out of luck. The AA competitor has to compete against the Open / Professional competitors. And it is confusing to the competitor: they got a ribbon... but for the whole class or for part of a class.

Fall Show. We have three sets of ribbons. All ribbons have the wording Fall Festival and the year. The three sets: (1) Open Ribbons (bigger, fancier) and then (2) AA Ribbons and then (3) JrYR Ribbons. The AA and JrYR Ribbons are a bit smaller and have printed on them AA Placing or JrYR Placing as well. In every class we give out three sets of ribbons: Open Ribbon to all the competitors. AA ribbons to all the AA competitors within the class. JrYR ribbons to all the JrYR competitors within the class. If there is one or two or more AA / JrYR in a class they all get appropriate ribbons. Therefore, it is possible for an AA and / or JrYR to receive two ribbons: one for an Open Placing and another for the AA/JrYR Placing.

I prefer the Fall Show system for it does not penalize the AA or JrYR competitor who happens to be in a class with less than 2 other competitors in her group. And their ribbons is marked clearly what it is for: Open / AA / JrYR. At Fall Festival this is especially important because classes are huge and there are many Open and Professional competitors in every class. It, realistically, is less important at Spring and Summer Shows with smaller classes.

We can see how it goes at Summer Show this year. Ordering 3 sets of ribbons was pricey.... and we might very well decide post show it was too much of an extravagance.

So goes the world of ribbons at NEDA Shows. More than you probably wanted to know.

We need to get Summer Show up on website. Niggling the back of my mind to get that done.

Fall Festival is tentatively scheduled and up to date on website. I have now to send out 24 Officials Contracts and 14 Staff Contracts.... an huge and annoying chore.

I have one vendor into Fall Festival and paid: Custom Saddlery. Loyal supporters. I wait with interest to see if we can woo vendors back...”

### **Sporhorse** –

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

“Breed Shows

Ten Broeck Farm has cancelled their USDF Breed Show for this year. They plan to have it next year. In the mean time it left us with only the 2 day qualifier Windswept east of of NY?

Liz Caron of Carbery Farms has offered to host a show at her place. She has a beautiful facility in Lebanon CT. She has also offered to host future clinics for NEDA. She is working with Deb Rheinhardt on details for the breed show. They will likely take the same dates as the Ten Broeck Show, but details are still being worked out. She asked if NEDA could help with a grant to get it going. I asked her to provide the detail of what she would want it for, so that will be coming.

Lyn Spinella has offered to resurrect her show in RI. She would need help with volunteers.

Katja Eilers has been wanting to host a breed show which would be good but she is fairly close to the NY border, so not really getting much closer than Maplewood. If she has one, we will support it in our promotions.

Kris Conquest has offered to have a breed show at UNH. She can get the grounds very cheaply. She cannot put any up front money and would need help there. This is a show we've been discussing for a while as it gets a bit closer to the ME competitors.

#### Stallion Auction

Rachel Erlich has been working very hard at recruiting stallions for us this year. At the AHS meeting she approached stallion owners there and got some late donations. One that came in too late, but sold high in the AHS auction. We are still discussing possibly to have a 2nd chance/late auction to raise more funds.

#### Handler Award

Phil Silva/Ten Broeck Farm has offered a handler award and wanted for professionals too. In discussing with Beth Jenkins, we decided it would be best to split the Amateur Handler class into 2 classes, one for professional status and one for amateurs. This would give people the chance to compete as a handler who cannot have a USEF handler status which has no reflection on whether they are a professional handler or not. Ten Broeck will be providing a helmet as an award for both classes.”

### **Spring Show**

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

“Opening date is the 24th and online entry is being finalized by Sue and our computer gurus. Karin has been working with caterer and has it under control. Volunteers are staying away in droves. Still need office help for scorers, stewards awards, and hospitality and will continue to send out emails asking for help..Two vendors have already paid for the space along with additional program ads and waiting for more vendors to respond. Need to work with Sponsorship to determine who gets program ads as part of Sponsorship packages and if we are getting any product o use as prizes (saddle pads, wraps etc.). Prizes and ribbons are all ordered and Marshfield will be providing 2 plaques again this year. Can an email blast go out.”

### **Membership –**

The following written report was submitted by Iris Berdrow in advance of the meeting:

“Membership Numbers

Checking

Membership Revenues

In process

Membership Packet

First mailing of the membership packet was sent to 1,600 members on Jan 22nd. An additional mailing will go out as soon as we have 200 additional members.

The printer has agreed to a 20% discount on next year's decal order due to increased price and print confusion.

Medal Member Certificates and pins to be mailed next week

Medal certificates: 65

Pins & Decals: 43

Thank you letter to be included

Membership promotion poster

Will work with Lee Cullen to create centerfold flyer for last print edition of tip. Will include an article about the flyer, encouraging members to remove and post it and encourage their barn mates to join (thanks Kathy M for the suggestion)."