

**New England Dressage Association
Board of Directors
Summary of Meeting
June 18, 2014**

Participating in person: HStone, PLeBlanc, CShea, KWitzaszek, APrenosil, SDavenport, DHolston, BJenkins, KSwanfeldt, CMacDonald, SEdwards, ADane, PCormier, KO'Connor, IBerdrow, KMcHugh

Participating via conference call: Krisy Nordgen (social communications), KHickerson, EPreston

Secretary

It was **VOTED** to approve the minutes for the May meeting. The board asked Heather Stone to prepare a summary of the May meeting for posting on the website. Heather will prepare a new To Do List so that the board can continue reviewing it starting at the next meeting.

Treasurer and Budget Check In

Leah circulated the financials prior to the meeting. The board went through each area and did a mid-year evaluation of where actuals are showing up vs. the budgeted numbers from January. Iris is going to reconstitute the finance committee meeting.

Presidents Report

Kathy reported that the Salute is finally out the door.

Year End Awards

Stanley had a question about how the "I" 1 and A and 2 and B tests fit into NEDA's year-end awards, if at all. If we follow the regional policy for test criteria, then 2 OR B will be eligible for year-end awards. We would refer to it as I-2/B. We will keep our other year end rules – the lower minimum score and the lower number of minimum scores.

Social Media and Communications

NEDA's new board member, Krisy Nordgen, led a discussion about social media and how she can help promote NEDA through social media.

Latest Adobe Program

Kathy and Beth led a discussion about paying for Tammy to have the latest edition of the Adobe cloud offering. Elizabeth volunteered to work with Tammy so that Tammy could try out some different options, including online options, and come back to the board with a proposal in the future.

Convention

Kathy mentioned that she would be sending board members an email looking for indications of interest in being NEDA delegates, including the need for a hotel.

Coordinator Reports

Sponsorship -

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

“We currently have the following confirmed sponsors:

Back on Track
Chronicle of the Horse
Dark Horse Chocolates
DeMoulas
Dillon’s Equine dentistry
Dover Saddlery
Draper Therapies
DressageClinic.com
Equine Journal
Greengate Farm
HorseWorks Insurance
Mountain Horse
Ovation
Riding Warehouse
SmartPak
Jodi Pearson Keating

New Sponsor confirmations this month included in the above

Chronicle of the Horse

Ovation

Status of others

Dressage Today – final agreement being finalized.

Cutler – working on the details of an agreement

I have allocated the in-kind product for the remaining 2014 events. Once I have confirmation on some modification requests made to Dover, I will distribute to the event managers. At the current plan I have drafted the events should be well covered.

Please see the budget status provided under separate cover for budget status to date commentary. Chronicle did confirm since that was sent so the delta on the in-kind is now much reduced. I have attached an updated budget spreadsheet.

As communicated to the board recently, I find it necessary to resign from my position as Sponsorship Coordinator. I will work through a reasonable transition and will do everything I can do to minimize any impact to the organization or the Sponsors.”

Flextime –

The following written report was submitted by Carol Gordon in advance of the meeting:

“We are on track with the bottom line on the budget but in order to maintain that bottom line, we would not be able to make any donations this year.

I don't anticipate any significant receipt of additional revenue this year as historically, approx. 95% of the program revenue was received prior to June 30. Additionally, I have not received any submitted applications for two months.

I believe that Kathy has scheduled some discussion time for the program tonight. Several items to keep in mind:

There have been many comments about the ambiguity of the name of the program and I've received several suggestions for a possible new name.

There also seems to be some confusion among participating instructors about what the program is.

Several professionals have contacted me about allowing professionals to schedule lessons after July 1, the date at which Beth P had opened the program up to Pony Club members. There were repeated comments about how allowing professionals to participate would benefit not just the professional but their students as well. I feel that the high rate of response to both initial participating and reply to my email indicates a willingness of member professionals to contribute to NEDA and may dovetail with Alexandra's comments at the last meeting about recruiting volunteers."

At the meeting, Carol suggested that we're changing the name of the program since there are many people (including some of the instructors) who don't know what the program is, how to access it, etc.

Continuing Education -

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

"We're on track for the July "L" D-2 session at GMHA and Sept Final Testing. Those on payment plan (most) should be sending in the balance by end of this month.

Waiting for Deb Reinhardt to select 2015 and 2016 judges from list of USEF approved list of "r" instructors so the "r" program can be listed. At that point, we will see if 10 will sign up this time. I have requested that USEF notify "r" candidates that NEDA will be hosting a small r starting next summer. I've heard informally from several candidates that they will apply for ours."

Nominations -

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

"But what I need from you all right now is feedback on the following:

The success of the 1/2 page notice in the May Tip, which brought us Krista, makes me want to use this method to attract attention for positions that I have not found takers. What I want to do is to encourage members to think of forming a team to do the job. Yes, I know that the various committees are broken down to distinct managerial positions, but I think a big job like Membership Coordinator may need a team approach. I envision a group of two or more friends at a barn, who see each other several times a week, taking on the work and dividing it up so that they all share in seeing that the deadlines are met and the mailings and promotional information

are with Tammy for distribution. That would mean that they might also share coming to the Board meetings, either in person or via conference call. Or one of the team might elect to be the "rep" to the Board for the group.

My concern is that the Membership Coordinator is a very important person, with a big responsibility. If we go with it, and this novel approach doesn't work, we are in an unusable arena with the bell having rung. I have had some enquiry about the position, but am not feeling confident that either person will find that they have the ability, that's time, to move over, or up, and taking it on. So I would like to try this different approach. It may result in a deafening non-response.

Here's my "ad" to go in the June electronic Tip, and also in our social media outreach:

So You Yearn To Do A Pas de Deux?

Or Troika, or Quadrille?

Have we the opportunity for YOU!

Come as a team to work as the Membership Services Coordinator on the NEDA BOARD

It's a big job, involving promotions to our membership every month, and not everyone has that amount of time to give, even to NEDA. BUT, share the work with a buddy, or two, or three, or four, and have a good time while doing it. We can supply the music!

More information, applause, contact ALEXANDRA DANE, Nominations Manager at:
NOMINATIONS@NEDA.ORG

Red pencils, sharpen your points - I need all the feedback I can get. And, help - is the NEDA BOD list up to date, inclusive of our newest members?

(... continued)

We can now welcome Krista Nordgen to the NEDA Board, as she has accepted the responsibilities and challenges of our Social Media/Communications manager's role. As I outlined in my Nominations report, we will formally vote on her assuming the position at the next Board meeting, June 18th, but in the interests of having her get to work with her ideas and skills, she is considered to be a regular Board member going forward.

I have contacted several of you who will be working with Krista to give you this good news, but we should all have her contact information. It will appear on the web, and in the Tip, as well. She will be given a NEDA BOD gmail address, but I believe that Shawn Walker will add her to our list, and we should wait to hear that this has happened.

In an email to Kathy, Krisy has said that she would "love to hear from Board members as to what they'd like to see social media accomplish for the organization." She would like to hear what various of us think are our priorities, both short- and long- term. So do feel inspired to start communicating with her and let the dialogue begin. I am so pleased that we now have such a great new board member, and I want her to get to know what a great board she is joining! I think she has discovered that to some extent; she has contacted Angela, and has emailed Kathy and me that Angela has been super helpful - and that goes for you all! I congratulate us on another "win-win" solution to a vacant position."

At the meeting, Alexandra led a discussion of the open positions, which are significant. Education Coordinator, Membership Coordinator, Sponsorship Coordinator, etc. Alexandra is

working to break the jobs down into jobs that teams might be able to do (with one person coordinating), and will keep running ads in the TIP to see who might be interested in helping out with any of the remaining open jobs. Phyllis suggested that we have a special meeting in July in Ayer (when we normally wouldn't have a meeting) and have a brainstorming session about our board composition, open positions, why we've lost so many board members, how we can find new board members, how we can address our lack of depth behind current board members to step up when a coordinator leaves, etc. Sally mentioned that she's training someone to take over the L program and then Sally (might) take over Education in 2015.

Education –

The following written report was submitted by Kate O'Connor in advance of the meeting:

“First my apologies for this being so late; I was waiting to get the airfare invoices for Ingrid and Ina so that I could give you a more complete update on the Symposium and the budget.

The rider and auditor applications have been completed and are on the website. I have gotten a lot of inquiries from both riders and auditors so I decided to put the forms up sooner than I would have normally. Hopefully, this will transfer to actual registrations because the budget is going to need it.”

Sporthorse –

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

“Breed Shows:

Apologies for the late report. The Carbery Fields Farm Sporthorse show was a big success and they will not be needing NEDA Funds. They were able to house all the judges and officials in friends houses and on the premises which saved a lot of money. It was extremely well organized and a beautiful facility. They want to hold another one next year in July. Ten Broeck Farm plans to hold their show again next year.

Next breed show is Windswept, which we expect to be another good show as always. I will not be able to personally attend as I'll be at Hasslers for the Young Horse Training with my mare.

The Broadfields 121 Breed show will probably still need some help to break even. It's a hard area at UNH which expensive hotels. Cara Kettenbach is still working on sponsors to help.

Stallion Auction:

We had donations for a late stallion auction but we decided to carry those donations for next year. Will be still a bit of a budget problem since we didn't raise as much in the first stallion auction and under budget. Not sure we have a solution. The team looked at changing awards at the Fall Show but it's too late for that this year with the prize list out and the promise to the stallion auction. We did not use all the funds from last year, so wondered if it is possible to transfer that over to at least help Broadfields Breed show if needed. We will be looking at changing the Sweepstakes Awards for next year.”