

**New England Dressage Association
Board of Directors
Summary of Meeting
March 17, 2010**

Participating in person: PCormier, HStone, SDavenport, ADane, JSheehan, PLeblanc, KO'Connor, LMendenhall, SMcKeown, KSwanfeldt, BJenkins, TRichardson, APrenosil, KMcHugh, DCarr-Kirk, SEdelen, APlum, JDillon, LJohnson, SStorbeck

Participating in person by invitation of the board: AYama

Participating via conference call: DCameron, KHickerson

Secretary's Report

It was **VOTED** to approve the minutes for the February meeting as submitted, with one change suggested by Kate O'Connor. The board determined that the summary of the February meeting should be posted on the website.

Pro Bono Legal Services

It was suggested by Heather Stone that NEDA could use some specialized assistance for various legal matters that might arise from time-to-time. She offered to get NEDA approved as a pro bono client of her firm, Edwards Angell Palmer & Dodge LLP. A draft engagement letter for pro bono legal services was circulated prior to the meeting. The engagement letter provided that EAPD would waive its customary fees for legal services, with NEDA paying only out-of-pocket expenses. After discussion, it was **VOTED** to approve the draft engagement letter, with such revisions to the third paragraph of Section 5 as are approved by Donna Cameron, Kathy McHugh, Kate O'Connor and Sue McKeown.

Equine Journal

The board listed to a presentation by Rebecca Eddy of *Equine Journal*. In order for members to receive the *Equine Journal*, NEDA would pay approximately \$6 per member per year. The NEDA member survey showed that the big things for the membership were the TIP and the NEDA website and the NEDA constant contact emails. Some board members pointed out that NEDA might be better off spending its money on things like DressageDaily. NEDA does not pay anything for the *Peddler* other than advertising that NEDA places with them, and NEDA's members receipt of the *Peddler* is not contingent on NEDA's advertising with them. Several board members questions whether our members get anything more out of the *Equine Journal* than they do with the *Peddler*? After further discussion, the issue was tabled to a future meeting after Phyllis speaks to them about an in-kind deal and reports back to the board.

Financial Report and Treasurer's Report

Kathy updated the board on the reports on the scholarship fund and grounds fund. Both funds are going up slowly. Kathy filed the four years of missing Form PCs with the Commonwealth of Massachusetts.

Sue McKeown reported that the Finance Committee will be meeting in two weeks. Members of the committee gave Lainey Johnson, head of the nominating committee, details of what the member-at-large member of the finance committee will be asked to do. Sue McKeown gave an update to the board on the Massachusetts data privacy policy. Kate O'Connor and Sue McKeown will have responsibility to review compliance with the policy. After discussion, the board **VOTED** to approve the financial report and treasurer's report.

President's Report

Paul received a request from Jennifer DeMeglio, the DC of the Sterling Stirrups Pony Club for a link to the NEDA website. She has created a fund raising project to help JR riders afford attending the D4K competition and USPC Nationals.

Paul was interviewed on March 10, 2010 by Chris Stafford of Dressage Radio.com. He was asked about the founding of NEDA, our member numbers, major events, Scholarship Program and expressed hope that NEDA would soon break the 2000 member mark. We will be notified as to what date the interview will air.

Helmet Policy

The board undertook an extensive discussion of what NEDA's helmet policy is and should be. Donna mentioned that she knows of a couple of riders in Wellington who are willing to write an article in the TIP, or put something on the website, in support of helmets even in the show and the perceived stigma from judges about unruly horses. Maybe in the same or in a different article, NEDA could get Troxel or Charles Owens to talk about the helmet standards, what they cover, how they differ around the world, etc. Maybe a few short articles over the next few TIPs.

After extensive discussion, the board **VOTED** that NEDA will not exhibit on its website or in its publications any mounted rider pictures without approved safety headgear, other than pictures of riders in proper show attire. NEDA will give Carol McDonald a heads up so that she can take pictures that comply with this policy in the future. NEDA will be more flexible with advertisers, but make our preferred policy known to them and try to get a conforming picture for future advertising.

The board discussed whether or not NEDA wants to require safety headgear when mounted anywhere on the show grounds other than in a competition ring. Usually it is the facility that requires it when you see it. USEF rules provides only a strong suggestion. As the prize lists for this year have already been published, it is something for the board to consider for next year. Kathy McHugh, Paul Cormier, Kate O'Connor, Sue Edelen, Sally Davenport, Sue Storbeck and Heather Stone will look into wording for a specific policy and present it to the board at a future meeting.

Jen Dillon, Angela Prenosil and Heather Stone will look into liability waiver language for clinicians who choose to ride horses at clinics without riding with a helmet. Donna Cameron will circulate the one that Cutler Farm uses to the committee. In addition, the committee will look through the OPL to see what other shows say in the prize lists about helmet requirements. The committee will present their findings to the board at a future meeting.

Dispute Resolution Policy

The board discussed the draft dispute resolution policy that was circulated to the board prior to the meeting. After extensive discussion, the board determined to table the policy to a future meeting so

that Donna can review the policy and it can be included in a standing rules amendment with the dues increases.

Technology Committee

Alison Yama updated the board on the Technology Committee. She confirmed that the Committee met, and that its mission statement was under discussion. It will be shared with the board at a future meeting. The bulletin board continues to have a few spammer problems. Kathy has instituted some new security measures, including forbidding private messages and having all new members approved by Kathy. Spammers get erased immediately. The committee will post updates on the BB so members will know what NEDA is doing to keep the BB safe. They will consider sending out a CC message so people know that they need to be approved before they can start posting and so they understand the approximate 48 hour delay before they can begin posting. Perhaps a line can be added to the email that is sent out confirming the person's login that a separate approval from Kathy is also necessary and will be forthcoming. Some board members reminded the Committee that they should send out a CC email that the BB is back up and running. Also, several board members asked for instructions to be added somewhere regarding how to use the BB.

At the meeting, a discussion ensued about NEDA's auction software. It has shut down twice on bidders. So the Committee will do some additional testing before NEDA uses it again. Linda Mendenhall pointed out that she has used same software and it has worked fine for her for the Holsteiner auctions.

At the meeting, the Committee informed the board that they are starting to discuss a Facebook page for NEDA in general, as well as for education. Further updates will be forthcoming on that later. Alison will be doing administration for the general page. Separate pages will have separate administration. We can add targeted pages later. Kid focused one, professional focused one, etc.

Constant Contact

Jen Dillon forwarded to the board a calendar showing the emails NEDA has sent this year and to what lists they've been sent to.

Jen indicated that she would like to get input from event managers and committees as to what types of emails might be needed throughout the year. She is also keeping a record of what NEDA sends in 2010 in order to assist NEDA in knowing what to send in 2011.

Coordinator Reports

Competitions –

Beth will work to fill any hole in funding provided by the stallion auction. Fall Show is moving along. Still need one more judge.

Paul reported that the Spring Show is moving along. Still need a stable manager, so any recommendations appreciated. Paul still trying to get a few more vendors.

Sport Horse –

Sporthorse Flyer

Working on updating the Sporthorse Flyer with new information. Aiming for getting a printing to take to the NEDA Booth at the Pineland Stallion Show April 27th. We will be sending copies around for people to distribute around including the pony clubs. I printed several and took them to Wellington for the Dutch Annual Meeting this past weekend.

Breed Shows

We have a new Breed Show in New York being put on by Cayuga Dressage and Combined Training on June 18th at the Chemung County Fairgrounds in Horseheads, NY. Manager/Secretary is Kathy Moffitt. They are joining in on the NEDA Breed Sweepstakes. Should be good to bring more interest for our NEDA Fall show too and reaching out to new areas.

Sporthorse Clinics

Sally has the NEDA Handling clinic applications out and already received our first entry.

Cayuga Dressage & Combined Training and Central New York Dressage & Combined Training has asked Christine Kropf who is helping Kathy Moffitt on the Breed show particulars to give a 2 day clinic in late May/June on Sporthorse Shows and Handling as an informal "get familiar" with it to educate these 2 GMOs. I sent this on to our Sporthorse Committee and Kristi Wysoki on ideas for having information for a more informal clinic people can run to get competitors familiar with the shows vs judges training and maybe an easier to run clinic.

Ten Broeck's clinic with Dr. Christian Schacht , a German vet, breeder, trainer, riding instructor and Breeding Director for the ISR Oldenburg NA will give a clinic on "How to start young horses under saddle". He is also judging their breed show and giving this clinic on the following Monday June 15th so will be an interesting new seminar. He has written a lot of books and this is the topic of his doctoral research.

Stallion Auction

Stallion Auction had 2 times the problem with shutting down at the last minute and blocking bidders out. Two other auctions have reported similar problems. Lots to research here before we use it again. We have already purchased the upgraded version, so we will do all new testing on that version at this point.

The first time we had problems, we restarted it to close out 4 days later, so everyone had a chance to bid. This caused problems with only 1 bidder who requested the earlier price. The board sent out a letter addressing this. The 2nd lock out the bidders had plenty of chances to bid, so we went with what we have.

We opted to have a "buy now" for \$500 second chance auction for those that didn't sell so we didn't have more "locking out" problems.

Should have final totals next meeting.

Sponsorship –

We're working to try to bring vendors in for the spring symposium. We've sent invitations to six local companies (thank you Heather for the suggestions) one has signed up so far. We're also just starting to solicit items for a silent auction at the spring symposium. Linda has a volunteer to organize and run the silent auction. We have commitments for all but 2 indoor vendor spaces for the fall symposium. Dion Tack plans to have their own tent again this year. Jen is exploring whether we can add another tent for additional vendors if necessary.

Phyllis updated the Board on sponsors for the Spring Symposium. One has signed up and others are ongoing. There will be a silent auction as well, so if you have ideas for items then let Phyllis know. At Deb's request, Phyllis is looking into t-shirts with sponsor logos on it. There's not a ton of interest at this point, but it may be a good idea to keep in mind for the future. More sponsors have come in.

Membership –

Last month we voted to send Karin to the VT Equine Expo at the end of April. Since then, Karin has realized that the cost to be part of this event is growing. We needed extra insurance and the organizer wanted money for electricity. Karin has decided that she is not so enthusiastic about the event and thinks we may want to save the money and use it elsewhere. Karin and Dan may decide to go to the event to check it out. If that happens then she will have a better feel for whether it is something we should do next year.

And finally, the membership department is thinking that we should offer some sort of Spring Promotion. Kate will be attending the Stallion Show at Pinelands at the end of March. In addition, I have been planning to send a Constant Contact email (thank you Jen) to all the 2009 non-renewed members in the next week or two. I will be asking the board for approval of such a promotion.

At the meeting, the Board **VOTED** to approve the dues increases proposed by the membership committee, beginning with the 2011 membership year. The Board also approved a promotion for members of either a coupon off an educational event or the OPL. The response will be tracked for this year and then the Board can evaluate it next year.

Education –

So far we have 30+ auditors that have signed up for the Spring Symposium. I have 13 rider applications that I will be sending to Bettina this week-end. Many of those riders have said they will be in attendance whether they are selected to ride or not.

Apple Knoll is not interested in doing a partial trade of advertising for the facility rental, so unfortunately no savings there.

We are going to have a Silent Auction at the Spring Symposium. I will put a list of all who donate in the event program and on the event webpage. So please contact local horse businesses to see if any would be interested in donating or friends and family too. The purpose of the silent auction is to help keep the cost of NEDA Educational events affordable with a portion going to setting up an Education Grant.

I'm working on longer term stabling for some horses that need to come in earlier than Thursday

afternoon. AKF believes they can accommodate, but in the event they cannot, are there any other suggestions for local barns that may have a spare stall?

Two adult camps in the works, one for this year and one for next – details to come. Also, working on developing our Outreach and funds for a portion to help new comers wanting to plan an event and also a weekend getaway grant for a needy auditor or two.

For the Spring Symposium, there is a different group of people signing up. More pre-registrations than at this time last year.

Publicity –

Next 2 issues (May/June) will be combined because we'll be waiting for the spring show write-up. Deadline will be close after the spring show. Need a writer for the spring show. Jane agreed. Writer for the symposium will be the same as last year. Kudos to Jen for advertising in the TIP – well ahead of budget for this time of the year.

Salute is at the printers.

New and Old Business

None.