

**New England Dressage Association
Board of Directors
Summary of Meeting
August 18, 2010**

Participating in person: PCormier, HStone, DCarr-Kirk, TRichardson, SDavenport, DCameron, LJohnson, AYama, APrenosil, JDillon, KO'Connor, BJenkins, DHolston, ADane, KHickerson, SStorbeck (arrived at 7:35).

Participating via conference call: no one

Participating at the invitation of the board: Carol Gordon

Secretary's Report

It was **VOTED** to approve the minutes for the June meeting as submitted. The board determined that the summary of the June meeting should be posted on the website.

By-Laws

It was **VOTED** to approve the proposed form of amended and restated by-laws, with the change that the fiscal year should be December 31st rather than November 30th. The new by-laws should be submitted to the members for a vote along with the 2011 directors and the 2011 dues increase. Heather Stone to draft a summary of the changes to be submitted to the members. The clean and blacklined copies will be posted on the website. Heather Stone to prepare revised Standing Rules for approval by the board in November (assuming that the revised by-laws are approved by the members).

Financial Report and Treasurer's Report

There was no finance committee meeting this month. Carol Gordon circulated the financials through 8/16 in advance of the meeting. Many board members emphasized that Carol Gordon should have computer access to the checking accounts. Paul agreed to look into how to do that. After discussion, it was **VOTED** to accept the financial report and the treasurer's report.

Ombudsman

Paul updated the board on the ombudsman position. He had spoken to Tracie Richardson and she agreed to hold the post of initial ombudsman. After discussion, it was **VOTED** to approve Tracie Richardson as the initial ombudsman.

President's Report

Tracie has agreed to take the Ombudsman's position. Thanks to the hard work of all involved and with special thanks to Heather for composing the helmet policy. It has been send to the Board for review and approval. Please submit Year End Reports to Heather for Annual Meeting Report. Application to USDF GMO Website Award submitted. If not already done TIP submissions need to be done by Aug. 31, 2010.

The board discussed donation matters (the Dressage Foundation, the Sally Swift Foundation, Nevins Farm, etc.). The board decided to wait until the next budgeting cycle to decide on any donations as at that point.

Helmet Policy

After extensive discussion, the board **VOTED** to approve to helmet policy as presented to the board, with the addition of a sentence that helmets are strongly encouraged, but not required, for awards ceremonies. The board discussed having NEDA's sponsor, Ovation, donate some helmets to be given out to certain class winners at 2011 shows.

Nominating Committee Report

Lainey Johnson reported on behalf of the nominating committee. She reported to the board that Kathy McHugh has agreed to run for President, Sue McKeown has agreed to be appointed as Treasurer for the remainder of Kathy's unexpired term, assuming that Kathy is elected as President, and Alexandra Dane has agreed to run for Vice President, Services.

A discussion ensued about Paul Cormier's future role, as well as ongoing work that the committee is doing to find a replacement for Alexandra to help Phyllis on the sponsorship committee, find a new Member-at-Large and/or keep Donna Cameron as Member-at-Large, and find someone to help Kathy with the Sporthorse committee. Alexandra agreed to keep helping Phyllis after she takes on her new role, if that would be helpful. Some board members thought that maybe Donna Cameron might want to move into Alexandra's role, and then Paul could become the Member-at-Large.

After extensive discussion, the board **VOTED** to approve the following slate: Kathy McHugh as President, Sue McKeown appointed as Treasurer to fulfill the remainder of Kathy's unexpired term (assuming that Kathy is elected as President), the existing coordinators will keep their existing roles, and Donna Cameron as Member-at-Large.

USDF Convention Delegates

Paul led a discussion of the delegates. Eleven people have expressed interest in going. NEDA has up to 9 delegates, and there are 3 PM delegates. Paul's recommendation is to split the expense budget equally across all 11 people who want to go (it's a difference of about \$50 per person). Linda Mendenhall, Kate O'Connor and Beth Jenkins are elected PM delegates already. The people who would like to be a NEDA delegate are Kathy Hickerson, Kathy McHugh, Sue McKeown, Paul Cormier, Diane Holston, Sally Davenport, Angela Prenosil, and Deb Carr-Kirk. To make sure that NEDA is fully represented with its full complement of 9 delegates, Beth Jenkins agreed to do double duty as a PM delegate and a NEDA delegate. After discussion, the board **VOTED** to approve Paul's slate and his recommendation on how to allocate budgeted expense dollars.

Giving Policy

Sue McKeown had Paul Cormier mention to the board that there are an increasing number of requests for fund requests for flowers, cards, etc. that come to NEDA, and we don't have a policy about what NEDA does, etc. The board suggested that Sue form a committee to develop a policy for review by the board at a future meeting. Paul agreed to discuss this with Sue prior to the next meeting.

Dressage Federation Grant

Angela Prenosil was contacted by the Dressage Foundation because the Foundation wants to make an annual gift to NEDA, and asked for proposals from NEDA as to what the gift could be used to support. Anyone who has ideas of what their annual gift could be used for, they should contact Angela so she can pass them along to the Dressage Foundation. Angela will contact the Dressage Foundation to see if she can get an idea of how much money they are thinking about, whether they are thinking about an award or a program or a grant, or any other details they are interested in sharing with NEDA to try to focus our thoughts.

Coordinator Reports

Technology –

1) Association Management Software Project Status:

Plan is done, needs to be reviewed by committee, research is ongoing.

2) Web stats - July

Page views: 210,444 (The **Page Views** report displays the total number of times web pages were viewed over a breakdown of the selected report period)

- Forum (total): 81%
- Home Page: 6.43%
- Fall Festival Home: 0.72%

Downloads: 20,569

Visits: 48,171 (The **Visits** report displays the total number of times that people visited and interacted with your web site over a breakdown of the selected report period) – avg pages per visit – 4.37

Hits: 970,817 (The **Hits** report displays the total number of requests for files that your web server received over a breakdown of the selected report period)

Downloads: 20,569

Exit Pages: Forum pages: 62% of all exit pages are forum pages, Home page is 17%.

Time spent per page: 4-6 minutes

** Bottom line: People continue to use our website as 1) a vehicle to get to the forum, which is mostly ads and has no sponsorship info, and 2) a place to download entry pages. Our website has become very transactional. The information that is on the website seems to be lost.

3) FEI TV –

Tammy and I are trying to get some answers Christian regarding the specifics re: FEI TV.

After discussion, the board agreed that NEDA should go forward with FEI TV as long as the performance of our website won't be adversely affected. After discussion, the board **VOTED** to agree a contract with the FEI related to FEI TV in a form to be negotiated, approved and signed by Heather Stone as Secretary.

Continuing Education -

Organization continues for the "L" program. The committee is taking shape and participant applications are starting to arrive. We have had many application requests (and five applications already received for Part II: Evaluation) from people who have already completed the Part I in other programs. I recommend that all NEDA members who are taking Part I in 2011 to go ahead and sign up for Part II if you are planning to do it as no \$\$ are required now for Part II and only 10 will be admitted (assuming all prerequisites fulfilled).

Competitions –

Fall Festival as of 8/17/2010, a day after Closing Date

Entries. Can't tell much about entry yet. We have \$202,298 entry revenue for show posted 8/13 on the website. That represents 394 entries, those postmarked 8/11 or before. There has, since then, been huge rush of entries.

Patron Situation. Not clear yet. I have \$4,500 deposited, with \$6,650 still to collect. But the vendors are just coming in..... and we will have a lot of interest in VIP seating come show time. Waiting for decision on big ticket items like Performance Saddlery sponsoring Competitor Party, and some of the big sponsors like Friends for Tomorrow.

We did not send out hard copy Sponsor Fliers, saving about \$3,000. It is hard to tell if this costs NEDA or not. Vendors are calling NEDA, figuring out the website.... So I think they will be OK.

Volunteer Gift. Finish Line products is coming from Illinois to hand out samples in the barns and provide 150 nice gifts for Volunteers.

Volunteers. DCK has all the scribes and is scrambling for Stewards, as many of our regulars are going to the WEG and feel they cannot take a second week off their real lives. She is way ahead of things this year, and is about to start on the stabling.

Two new Judge Houses. I called HITS earlier this spring, as with the huge push on our FEI level Test of Choice classes, we don't have enough judge houses because I have to increase number of rings with multiple judges. I asked if HITS would build them for NEDA.

PA Expenses. We were lined up with Howard Sienkiewics and Jim Jaeger this year, as Brian is at the World Games. But both of them had to cancel. We are covered, but the first quotes from Paul were much higher but I managed to talk him down a lot. Some of this increase is bringing in announcers early due to expansion of breed show.

Program. I moved printers and will save about \$3,500 in the printing bill. Better paper. Better cover stock. And faster turnaround time. I got bids from two others, but this seemed the best.

The program shell is pretty well done. But I cannot do much more until we close the show and schedule. Heidi Humphrey is once again going to drop the competitor data into the program, which is a huge help.

Awards Pinnies. The Awards Ceremonies are always a challenge. Alexandra felt a need for special pinnies to be worn by the persons who have the bags of ribbons and are looking for the correct horses to pin. And the riders are trying to find the Awards people. Anything that simplifies that melee of 50 horses is worth it.

HITS Grounds. HITS has added two new bridges, near the other ones, for golf carts and people. That eases the dangerous bridge situation. And they took the old lunge area and made it into a competition arena. The new lunge area is to south of the Vet/Farrier building. They also put a small grass strip down the middle of the long Vendor Road to separate traffic. I am told it does not affect our vendors on the grass to the side of the road.

Raffle. Kate is looking into having a raffle at the show. Cash donations. We keep 50% toward the Fall Weekend.

Exhibition. There was a tentative plan for an exhibition during the Competitor Party by Sons of the Wind farm, but we have cancelled. Feeling that other venues are better suited.

Breed Grounds. Katja is not available to set up the Breed Show grounds this year. We have to find another breed show specialist who can set up the two rings and split the warm up into the boys and the girls, and get the signs situated.

Joslin. Jane and I met with Michelle Coletta about Joslin presence at NEDA. We decided to have Joslin flyers in the competitor packets and have her available in the VIP area (if she comes on Friday or Saturday) for questions, with a big button that says: "Ask me about Joslin" or something to that effect. And the ad in the program etc.

Breed Show. The change in format is liked by some, not liked by others. The entry is just coming in now. So I cannot yet tell the net result of expanding to a three day format. Marty Arsenault has done a super job nursing our relationship with the breed registries.

Sport Horse –

USDF Breed Shows

Pineland Farm cancelled their breed show due to lack of entries. They unfortunately did not wait until the closing date and many people were still going to sign up. They also cancelled their dressage show the same weekend for the same reason. Bobby Murray has left Pineland and now Gwenyth McPherson is the new contact of the breed related activities. I did talk to Gwenyth about coming to NEDA in the future, as maybe we could of helped to get the entries up. I also talked to Bobby Murray who is training at another barn local in Maine and will still be actively handling.

Thanks to Linda Mendenhall and many others that helped to pull together a new Breed Show at

Brookside Equestrian Center in RI for August 28. This will help everyone get the scores needed for HOY awards.

There is the Central Maine Dressage Breed Show in Maine, but it is a bit of a problem that they only have stabling 4 miles away and hard to show babies out of the trailer traveling such a long distance. We've also heard problems of footing not dragged and uneven and riding in a field versus the arena. Their entries are low too. I am working with them on feedback to help them get more entries in the future. Even if they just get on sight tent stabling, drag the arena, they will make it more appealing for people to come from the distance.

Thanks to Jennifer Dillon for getting the sporthorse emails out so quickly.

NEDA Fall Breed Show

Beth Jenkins should have covered NEDA Fall Sporthorse. We'll know more after the meeting and how entries come in. We have a lot of things to talk about the new extended day and especially the Breed Welcome Reception that will be new.

NEDA Sweepstakes

We've received results in from the Cayuga Run Sweepstakes. Only 2 entries, but better than none last year. Tammy is posting the results on the website as we get them and I'm passing the information onto Debbie Rheinhardt so she knows who is qualified for NEDA Fall. I'm checking with the other shows and following up with them too.

Sporthorse Meetings

Everyone has been very busy with breeding season activities, inspections and the breed shows, so a hard time to get a sporthorse meeting together. We'll plan one in October again for sure as a recap of the season and plans for 2011. As I've been at the inspections and breed shows, people are bringing forward very good ideas, so a lot to discuss.

Inspections

Martyna Echilczuk is a new volunteer for the sporthorse group. She pulled together all the Warmblood/Sporthorse Inspections and Tammy has them on the website again this year.

Kathy led a discussion about a foal expo to be done in the future under the NEDA banner. Kathy will investigate it and report back to the board at a future meeting.

Sponsorship –

Performance Saddlery has signed up for another year, beginning July 1st, as a Platinum Premier sponsor. I am still trying to reach Debbie regarding whether they want to sponsor the competitor's party again this year at Fall Show.

Dover Saddlery has signed on as a Silver Premier sponsor for the coming year, on the same July to June schedule. They are doing part cash, part in-kind. They will be sponsoring the year-end awards again as part of their total sponsorship package.

We have sold a number of additional vendor spaces at the Fall Weekend. Still working on the final count as I let vendors know that we do have space for them. Education is adding a tent to accommodate the additional vendors.

The repeat sponsorships and new inquiries are an extremely good sign that sponsors value the exposure that they are getting through NEDA. Having just returned from the trade show in the equestrian industry I can report that the positive activity we are seeing is not the norm in the industry, companies are carefully weighing where they put their marketing dollars. We should feel very good about the ongoing sponsor/vendor support we are receiving. As we go into the Fall Show and Fall Weekend I would like to remind all of the board members that thanking the sponsors and acknowledging their support, both publicly, and personally if you are visiting their booth, goes a long way in letting them know that NEDA appreciates their support.

Membership –

The big news is that it sounds like we have reached the 1,800 member mark. Today, I bullied Beth into signing Frank up as the 1,800 member. Thanks to all who signed up a friend or a spouse.

The 2011 renewal mailing is at the printers and should be in the mail Thursday, August 19. It will be mailed to 6,700 people.

The volunteer t-shirts were ordered yesterday. I did a mix of 150 short sleeves and 150 long sleeves (with VOLUNTEER on the sleeve).

Education –

Constant Contact: We have 3179 active email addresses. July & August have a negative gain but that mostly accounts for older lists being imported without invalid addresses. Still need to get a better schedule together for emailings in 2011. We're doing better than last year but could be utilizing email in a more systematic way.

Fall Symposium: Working on cataloging and reviewing demo rider applications. Look to have around 70 applications (which is similar to last year). Lots of people called and emailed to request extension due to their own "special considerations." I will appreciate any help now and in the future from board members to help explain to potential riders that deadlines are a means to make the process fair.

So far feedback regarding the online registration process from auditors has been very favorable. The reports are not working as well as I'd hoped but it's still far better than receiving snail mail and then sending credit card numbers through the mail to Tammy. We have 35 members, 6 non-members, and 10 board members registered. And, we'll now be able to easily track the number of registrants by date.

NEDA Outreach Program : Is going well with quite a few inquiries and some events already planned – Mette Rosencrantz at Ten Broeck Farm in October, possible Tom Noone in November and something with Holly Mason and biomechanics next year.

Dressageclinic.com videos on NEDA website: I approached Andreas about possibly putting some videos or links to videos from his website on ours. The past fall symposiums and sample clips for future events like this Falls Weekend with the Peters as he has both on his site. He was

extremely agreeable and said he can do it with/for NEDA for free. I emailed Tammy and Alison about this. So far Tammy has responded positively and says it is not a big deal to do and she will work with him.

Fall 2011 – Got an email from Kyra’s personal assistant last nite asking a few questions – we’ll see. We have Olympian Michael Poulin & FEI “O” judge, trainer and former competitor, Stephen Clarke as plan B. Jen and I agree that both gentlemen are extremely suited towards entertaining and presenting to our auditors in symposium format. They both have preliminarily agreed and we just have to square away the details.

Publicity –

The September TIP is in layout, should be ready for editing this afternoon. October TIP deadline is September 1st. Please stick to this as Jen has some time sensitive information and with the holiday I need to get it to layout by the 7th.

Mara Stefan is interested in volunteering for NEDA (PR area). She used to help with Ride on the Side at the Fall Show and owns a small PR firm. I may use her to help edit the TIP but wanted to know if there was any interest from others on the board to utilize her skills. Also maybe nom-com will want to speak with her. I may also see if she would do some writing.

Ginette is putting an ad in the October TIP to sell space in the Salute. This would be a good time for those of you with late fall early winter programs to advertise as well.

Scholarships

No report.

New and Old Business

Kate O’Connor reported that a 50/50 raffle is possible in New York if the appropriate paperwork is filed. The organization has to be registered. There has to be a separate account for the proceeds to be deposited in. She’s not sure about the timing, so it may not be possible for this year but it certainly would be possible for future years. Kate is going to investigate the same requirements in Massachusetts so that we’d have the option of doing such a raffle at Massachusetts event. The proceeds will be used to defray some of the costs associated with the year end awards.