

**New England Dressage Association
Board of Directors
Summary of Meeting
January 30, 2011**

Participating in person: PCormier, SDavenport, SEdelen, KMcHugh, HStone, SMcKeown, APlum, KSwanfeldt, APrenosil, LMendenhall, JDillon, DHolston, KO'Connor, KHickerson, ADane, BJenkins, DCarr-Kirk, TRichardson, AYama

Participating via conference call: GBrockway

Participating at the invitation of the Board: CGordon

Secretary's Report

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

Financial Report and Treasurer's Report

There was no finance committee meeting this month.

Sue McKeown circulated the 2010 investment performance report prior to the meeting.

Budget

Carol Gordon circulated a draft budget in advance of the meeting. The board spent a considerable amount of time discussing the 2011 budget. After extensive discussion, it was **VOTED** to approve the 2011 budget as developed at the meeting.

Request to Host Para CDI

Beth Jenkins reported that she received a call from Pam Lane, USEF Para Equestrian Director. Pam relayed an invitation from the USEF Para Equestrian High Performance Committee. Pam asked if NEDA would consider hosting the 2011 American Para Equestrian National Championships at our September Fall Festival. She asked if NEDA would consider doing this as a CPEDI***. Pam explained that the High Performance committee is concerned about qualifying riders for the 2012 Olympics without them having to travel to Europe. They must qualify in a CPEDI. USEF has arranged one CPEDI*** in California. They wish to have a second one in the East. If NEDA agrees, USEF will ask the FEI for dispensation to hold the American championship simultaneously with the CPEDI.

If NEDA decides to support this, then NEDA will need to build at least three new judges houses. The USEF will pay for the judges travel expenses from Europe as no Americans are qualified to judge. Carol Gordon suggested that NEDA might be able to use the fact that NEDA will be hosting this qualifying event as a way to raise money to help NEDA build the extra judges houses and bear the extra expenses associated with this event.

Gift(s) Policy

The committee (led by Sue McKeown) that was tasked with developing a gifts policy made its report to the board. After extensive discussion, and based on the recommendation of the committee, the board determined to continue the discussion as part of the strategic planning session and not to include any line items related to donations in the 2011 budget at this point.

NEDA Boutique

Prior to the meeting, Deb Carr-Kirk circulated a summary of requirements for a new NEDA boutique vendor. This summary of requirements will be used to help potential vendors form a proposal for consideration by the board at a future meeting.

NEDA Calendar

Deb reported that a new NEDA calendar is a possibility. There are two volunteers that want to take charge of the process. The board decided that it was a good idea to go forward with a calendar.

Coordinator Reports

Technology –

No report.

Nominations –

No report.

Fall Show –

No report.

Spring Show –

No report.

Sport Horse –

Kathy Hickerson reported the following: We have a NEDA Sporthorse Facebook page, thanks to Kristin Grosso. Already lots of events being posted including the NEDA Stallion Auction with lots of pictures. Kristin is making it very active and encouraging people to post. Kristin is a professional PR consultant, so we are very excited to have her volunteer for us!

The NEDA Stallion auction team has been working hard to get stallions donated and all the stallions up on the new auction software. All seems to be going well. We have it set up to take Paypal too, so that is an exciting new change for bidders to pay online. Stallion auction opened on Saturday. 14 stallions there so far, with a few pending. We already have 3 bids. Our goal is to get to \$12,000 this year. Thinking about a possible incentive to bid high, like an award if anyone has ideas.

Elizabeth Preston has been doing a good job with the NEDA Handling Clinic. She is working on setting up online sign ups with Jennifer Dillon.

Attended the Sponsorship meeting. We will be putting together a special page for encourage more Sporthorse sponsorships to try to draw more in, but it will be the same as our Premier sponsors. We are hoping to raise more money for sporthorse, not just the stallion auction. Working on getting a volunteer to focus on this area, including following up with the stallion owners and making sure the ads, banners and flyers get where they are suppose to be for their stallion donations.

In the process of updating our Sporthorse tri-fold flyer. Kristin is looking it over to see how the design is. She had really good comments for our stallion auction ad that was very helpful.

Very excited to see the stallion issue of the Tip! Thanks Tracey for all your help getting this out. I received the extra copies and we'll be sending those to the stallion owners and using them for promotion.

Sponsorship –

Phyllis Leblanc reported the following: Sponsorship is starting out quite strong this year. We have the second half of the sponsorship for two Premier Sponsors who signed up mid-year last year.

We have received the payment from the DeMoulas Foundation, although we have not ironed out the details of their sponsorship yet. In addition, we have a commitment from Cara Kettenbach for her two companies to add to the DeMoulas sponsorship.

We have just received word that AIM Equine Network, publisher of Dressage Today, would like to renew their sponsorship.

The sponsorship committee had a very productive meeting with a number of the event managers to gather their input on sponsorship benefits and how they impact the event managers. Out of that meeting came a number of great ideas to facilitate communications between the two groups and modify benefits and sponsorship programs to benefit both the sponsors and the managers running the events.

The conclusions that came out of the meeting are as follows:

- The Spring Show will be added to the Competitions Sponsorship Flyer, similar to the way Spring and Fall Symposia are packaged into Education Sponsorships.
- Current sponsorship packages will be marketed to the sporthorse group to encourage them to reach the entire NEDA audience.
- The benefits offered work well. We should add the email blasts to the listing since they offer significant exposure to sponsors.
- Sponsorship needs to communicate to the event managers what benefits a sponsor will actually be using, rather than what they are entitled to have as a result of their sponsorship.

- The sponsorship committee will use their discretion in accepting in-kind sponsorships to be sure they have a broad appeal and benefit the programs where they will be used.
- Rather than including sponsor ads in the Awards Banquet program there will be a page recognizing all the sponsors and their level of sponsorship.
- We will create a general ad for publications that can be used if a sponsor is entitled to an ad but doesn't submit their artwork in time.
- We will continue to put Premier sponsor revenues into Administration Revenues to benefit the entire organization rather than try to allocate the dollars to specific events.
- We will seek a volunteer assistant to the sponsorship facilitator to be the liaison with sponsors. The goal will be to have this person "try out" the job in preparation for filling the role of sponsorship facilitator.
- All sponsorship contracts should go to the sponsorship coordinator for review before turning over to the Sponsor Facilitator.

The sponsorship committee thanks the following participants for their time and thoughtful contributions in this meeting, and throughout the year, to continue to improve the sponsorship programs offered by NEDA. Sue McKeown., Paul Cormier, Beth Jenkins, Jane Sheehan, Kathy Hickerson, and Jen Dillon, who contributed by phone prior to the meeting. And of course, Karin Swanfeldt for the use of the Ayer Council on Aging meeting space.

Membership –

Deb Carr-Kirk reported the following: The 2011 NEDA Member Packets went in the mail last Friday, January 14th. Packets were mailed to 1,549 members. You should receive your packet in a week to 10 days. The 2011 OPL is in the final proof this week and is expected to be on time for mailing the first week in February. Keep your fingers crossed!

Education –

No report.

Continuing Education –

No report.

Public Relations –

Tracie Richardson reported the following: The February TIP is waiting for cover story (Spring Symp.), the rest has gone to layout. If Lyndee does not have the cover story ready we will need a short article. We do have pictures, bio's and forms for the symp. Promoting stallion auction in the January/February books, which concludes our 2010 advertising buy. In the process of working with various media partners to submit proposals for 2011 plan. If anyone has specific media partners they'd like me to consider, please let me know.

Photo selection for The Salute is completed, Ginette is working with Lyndee for an article, layout will start by the end of the month.

Scholarships

No report.

New and Old Business

None.