

**New England Dressage Association
Board of Directors
Summary of Meeting
April 20, 2011**

Participating in person: HStone, BJenkins, ADane, KMcHugh, SMcKeown, JSheehan, PCormier, JDillon, LMendenhall, SEdelen, AYama, DCameron, KO'Connor, PLeblanc, APrenosil

Participating via conference call: SMcKeown, DCarr-Kirk, Ayama, SDavenport

Secretary's Report

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

Financial Report and Treasurer's Report

There was no finance committee meeting this month.

Carol Gordon circulated the actual vs. budget information for April prior to the meeting.

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

Sue said she would check with the auditors about the status of the audit so that the audit committee can have a meeting.

After discussion, it was **VOTED** to accept the financial report and the treasurer's report.

Strategic Planning Meeting List

The list of items from the Strategic Planning Meeting was reviewed and updated.

NEDA Boutique

Karin called Ellen about the digitized logo for the YEA jackets and Ellen intimated that she might want to do the NEDA Boutique again. She wants to talk to her husband about it and make a formal proposal to the board at a future meeting. The initial outline would be that NEDA would buy the inventory and she would "run" the boutique at a pre-agreed selection of events.

Nominating Committee

Lainey Johnson reported the following. For those of you who have responded with your Job Description and thoughts I thank you! There are still 5 "outstanding" so PLEASE get it done. I now need to compile and sort through it all and generally try to condense or expand where needed. I am sad to report that Ginette and Arabella are feeling swamped and have requested to be replaced. I have received a few names of people who have responded or been suggested for positions-not necessarily theirs!. I'll bring them up at the meeting.

I am sorry to say that I have not yet put together a complete Nom Com Committee neither have we met but it's getting CLOSE. I'm waiting for a call back which hasn't come, so after today I'm giving up on her. So far the committee is myself, Heather, Alexandra, and Sandra San Clemente. I need one

more off-board person and have been trying to expand a bit a get someone with Sport Horse interest. The board **VOTED** to elect Shawn Walker, Lainey, Heather, Alexandra and Sandra San Clemente as the members of the Nominating Committee for 2011. Lainey reported that the committee will be meeting soon. Lainey reported that all but one of the board members had given her their job descriptions, and that the committee was working on finding replacements for Arabella and Ginette, who have asked to be replaced by the end of the year, although Ginette did say that she would be open to continuing to work on the Salute in some fashion. Diana Lane asked to be replaced as co-manager of the schooling shows at THE Farm, if the right person can be located. Donna would prefer to move into a more defined job on the board, preferably related to Education, Advertising, Sponsorship or Nominations.

Standing Rules

The board discussed the draft standing rules that were circulated by Heather Stone in advance of the meeting. After extensive discussion, Heather agreed to revise the draft for Sue McKeown's comments and recirculate for approval at a future board meeting.

Helmet Policy

Kathy McHugh reported that Deb Reinhardt and others had given her feedback from Florida as to the enforcement of the USEF helmet policy, which has been a nightmare. Since the USEF rule doesn't apply to FEI-only riders, people had contacted Kathy to point out that NEDA shouldn't require FEI riders to change headgear at a time when the horses are all amped up and ready to go. Some board members pointed out that if NEDA wanted to stick to its policy for FEI riders, NEDA could be flexible in enforcing the timing of the helmet policy (having FEI riders change headgear when the boots come off the horse, etc.). After extensive discussion, the board determined to leave the policy unaltered, at least through the Spring Show.

GMO Outreach

A GMO President reached out to Kathy to ask about a group discount to the Fall Symposium as they were considering renting a bus and bringing a group to the symposium. Should NEDA offer a GMO-specific discount (rather than the current group rate) to any of our events? Currently, NEDA offers a \$5 discount if 10 or more tickets are purchased at a single time. Historically, Johnson & Wales is the only organization that has taken advantage of the discount. A GMO-specific discount could be a \$10 discount if the GMO gives NEDA a specified payment per member to "buy" the right to the discount for their members (treating it much like a sponsorship agreement). So, GMOs would have a choice of either the GMO discount or the group discount. After extensive discussion, the board determined that a GMO-specific discount would be a good idea for NEDA. Jen and the Education Committee will work to come up with a GMO rate structure, and Kathy will advertise it on her regional GMO email list.

NEDA and USDF Region 8

Kate O'Connor suggested that the extent to which GMOs support USDF Region 8 efforts should be on the agenda for the GMO summit she is organizing. Beth suggested that NEDA have a "Did you know" box on the NEDA website (home page and membership page) that highlights the group membership to USDF that NEDA members receive, with a link to USDF's group member website. The board agreed, and Alison agreed to have it put on the website. Jen suggested that we also send it out as a constant contact email, along with the membership promotion. Beth also reported that USDF is rolling out a new program for riders to ride a test at home, video it, and upload it to the USDF

website for scoring. Awards will be developed for these home rides. Several board members agreed that the Region 8 director should be invited to write an article in the TIP periodically. Beth agreed to make this offer to Fern Feldman.

Coordinator Reports

Technology –

Alison reported that she is still working on the contract with Avectra. Even though this is taking a bit longer than expected, the negotiation is turning up better terms than expected so the effort has been worth it. Alison hopes to have the contract finished up by the 25th, subject to a credit card requirement that NEDA won't be able to satisfy until after the audit is completed.

Fall Show –

Beth Jenkins reported the following. Fall Show is bumbling along. Working through various para-equestrian issues (wheel chair ramps, examination area, etc.). Brian O'Connor called and he has a conflict with an event he does every year and cannot come to NEDA Fall. He lined up Cyndi Kurth to replace him. She is from Florida and had just done the CDI / CPEDI in California with him. I also contacted Nicho Meredith.... and he is very interested in coming back to NEDA in 2012. I guess Devon used Nicho last year (Brian was at WEG) and they have lined up Nicho to do Devon this year. I was notified by USEF that our Breed Show Futurity Class does not comply with USEF rules in a couple of ways. I applied for a USEF Presidential Modification to hold our Futurity this year, in two parts. That was approved. So we have a reprieve for one year. Then we have to figure out how to run the Stallion Auction / Futurity awards. As for the Regional Championships for 2012, the Executive Board approved NEDA. We were the only show applying in Region 8. The only specification is that we must designate one of our warm ups for Regional competitors. There were other regions where two or three shows applied to host the Regionals. In 2012 Region One will move back to North Carolina, which is good for NEDA for that will keep many Regional competitors from PA and NJ coming to Saugerties. At the meeting in Lexington, Janine Malone announced the results of a survey of USDF Regional riders asking their opinion of a national head to head competition of the Winner and Reserves of each Regionals class. Opinions were overwhelming "Yes - we want a National Championship". Based on that feedback, the Executive Board is pursuing the issue with USEF, who owns all National Championships and must recognize it. We are looking at the second week of November each year. We felt that the first National Championship should be at the KY Horse Park, for three years, and then move elsewhere. Logistics will be looked at now. The final vote Yay or Nay will be by the BOG at the 2011 Convention in November. Based on that possibility, the USDF EB discussed Region 8 hosting the 2013 National Convention. The EB felt that, if the first National Championship, is at the KY Horse Park in mid November 2013 it will be a new and difficult venture for the USDF Office. And that perhaps the 2013 convention should be scheduled in Lexington, to save the Office staff from having to pick up and move to a convention two weeks later. There was also strong opinion that the Convention should rotate in and out of Lexington every three or four years. The motion passed, however, was to have the USDF office look into Region 8 for 2014. Providence, Boston, Saratoga Springs. They caved on the weather argument, as weather in even Dallas has been fraught with ice and snow. The USDF EB also discussed paying PM delegates. The realities are that most each region sponsors activities that bring funds into the Regional coffers. And that most every Region uses some of these monies to help cover expenses of their PM delegates.

Spring Show –

Paul reported that all was going well with entries, perhaps a little bit lighter this year than last year. Paul and Sue reported that they expected that the Spring Show was going to be close to full, if not full. Paul reported that a few vendors had been identified. Paul reported that he still needed runners, someone for judge's hospitality (Donna agreed to do that) and someone to help Jen Dillon with stabling. Sue reported that she found a vendor to print the program who was half as expensive as last year's vendor. Paul reported that he's still discussing the new ring with Smartpak, but that it currently looked like NEDA would be getting a new ring and letters at a substantial discount.

Sponsorship –

Phyllis Leblanc reported the following. We have completed the update to the sponsorship forms and agreements with tremendous help from Lee Cullen and Beth Jenkins in getting all of the forms updated. The spring show is now included in the Competitions flyer. Unfortunately it was completed too late to utilize it to generate sponsorship. We would still like to do a complete overhaul of the forms but we ran out of time this year. Lee Cullen has expressed interest in working with sponsorship on that project, which would be very helpful. At Sue McKeown's suggestion, Sue Storbeck was able to get SmartPak to donate re-useable cloth bags for the competitor's packets for the spring show. A nice step in the "green" direction for NEDA.

Membership –

Deb Carr-Kirk reported the following. Membership is pretty quiet right now. I am pleased that during the past 6 weeks we have added 92 new memberships. As of April 10, we had approximately 1,755 NEDA members. I'd like to plan a summer membership promotion, running from June 15 to August 1, to spread the word about the August 15 deadline for eligibility for NEDA YEA. It is a change in the rule this year. I'm thinking of something simple such as a "Last Chance to Join!" campaign in which we offer the \$10 event coupon (which, by then, will only be good at the Fall Weekend) plus \$10 off the OPL (as long as supplies last). The program could be offered on the NEDA web site and via a CC email. It's simple, easy and it's a good deal for NEDA and for the new member.

Education –

Angela Prenosil reported the following. Spring symposium: via Linda. Riders have been selected and notified. Schedule will be out shortly. (maybe by meeting time). We are going to have a food truck this year for lunches. This will allow people to have breakfast sandwiches and coffee and other goodies through most of the day. Attendance is LOW. The weather has not been kind to us this year. We are working on some coupon ideas and will be sending out another email shortly to spur walk-ins. Pray for beautiful weather that week-end!!!! Talk up the symposium in your barn and amongst friends. Everything else is marching along as usual. Angela has posted on NEDA website, BB, and Facebook. Kyra Weekend 2011: I spoke again with Kyra's asst Mia and we spoke of rider selection details, airfares, etc. Mia will send a list of the types of horses Kyra likes to work with starting from young horses to GP. She said she likes to choose pairs with something interesting to work on and also would like someone (maybe a young rider to work on seat with). Kyra definitely will wear a helmet and always does when in the public, so we're off the hook there. Amerigo sponsors Kyra so they will be contacting us about a vendor space/and or sponsorship. I will contact Trafalgar Square to see about getting some copies of Kyra's book and possibly DVDs there to sell by us or maybe a vendor. They said they don't mind the riders

videotaping their rides, but that's all they usually agree to. So we'll see what happened there. Otherwise very easy to speak with and have agreed to autographs and a short speech at awards banquet. At the meeting, Linda reported that the auditor sign-ups for Spring Symposium were a bit light at this point, and that the board should point out that Sunday afternoon in particular will be a fun day to watch since those freestyles will be an exhibition (existing freestyles, quadrille, etc.). The education committee will be sending out another constant contact email.

Scholarships

Sue Edelen reported the following. We had 9 applications to review this spring, largely due, I believe, to the Constant Contact email that Jen Dillon sent for us. Thanks, Jen!

Scholarships awarded:

Adult Amateur:

Kathryn Palumbo –scholarship to study with Beth Baumert to prepare her young horse for the show ring

Diana Lane –scholarship to study with Bill Warren for some in hand work

Professional:

Suzanne Mente - scholarship to study with Verne Batchelder and Jeanie Hahn for scores to enter the L Program

Leah Jamieson –scholarship to study with Kathy Connelly to confirm changes for 3rd level work

Nancy Chandler-Conrey - scholarship to study with Kathy Connelly with her young horse

Marcia Boeing –scholarship for Part 2 of the L Program.