

**New England Dressage Association
Board of Directors
Summary of Meeting
March 21, 2012**

Participating in person: HMStone, ADane, LJohnson, JSheehan, KMcHugh, SDavenport, SStorbeck, BJenkins, PCormier, CMacDonald, PLeblanc, DCarr-Kirk, TRichardson, KHickerson, KO'Connor, CShea, LMendenhall, SMcKeown, KWojtylak

Participating via conference call: SWalker

Treasurer

Sue circulated the March investment performance and Carol circulated the March financials prior to the meeting.

Finance Committee

Sue updated the board on the need for a process for NEDA to take money out of the investment accounts if necessary to cover a shortfall in the budget. Several board members suggested altering the investment policy to have some portion of NEDA's investment accounts maintained in money market or other liquid accounts to facilitate accessing funds if a shortfall occurs. After discussion, the board **VOTED** to make the change, and asked Heather Stone to amend the Standing Rules accordingly. In closing, Sue reminded the board that the finance committee will be meeting with Helen Barrett and Sue Edelen twice a year to discuss NEDA's investments.

Vendor Insurance

The board discussed the advisability of having NEDA vendors provide NEDA with insurance certificates naming NEDA as an additional insured on their policies, given that NEDA has to provide a blanket insurance certificate to each landowner and sanctioning organization for each of its events. After discussion, the board **VOTED** to ask the vendors to voluntarily provide insurance certificates for 2012. Starting in 2013, vendor insurance will be mandatory.

Nominating Committee

Lainey updated the board on some requested board changes. Alexandra Dane asked to move to Sponsorship and Phyllis Leblanc asked to become Vice President. After discussion, the board **VOTED** to (a) accept Alexandra's and Phyllis' respective resignations, (b) appoint Alexandra as Sponsorship Coordinator, to serve out the remainder of Phyllis' term, (c) appoint Phyllis as Vice President, Services, to serve out the remainder of Alexandra's term, and (d) have the Vice President, Services oversee Sponsorship rather than the Vice President, Activities.

Technology

Alison Yama resigned as Technology Functional Manager. With regret, the board **VOTED** to accept her resignation. The board provided a few suggestions for replacements for Lainey Johnson to review. Avectra has been loaded, and Tammy is in the process of being trained. The board asked Lianey to speak to Alison, Tammy and Deb to get a better scope for the technology position, and return to the board with a proposal for the position (hire someone vs. use a volunteer, find another volunteer, or some combination).

In addition, Lainey informed the board that Jen Dillon asked to be replaced as the Fall Symposium coordinator after this year. And Angela has expressed an interest in stepping down in the near future as Education Coordinator. Lainey spoke to several individuals and will follow up with them. Christine Shea commented that NEDA needs to be clear with volunteers about the total time commitment, as well as WHEN the time commitment comes up (all year, Spring and Fall, some other option).

Deb agreed to find out where the volunteer indications of interest from membership forms or the website goes, and give a monthly report so that we can follow up on volunteer people. Tracie said that we can run a general quarter page ad in the TIP with Diane's email address. Debbie agreed to speak to Diane about it. Beth agreed to work on a form on the website once A vectra goes into place. Tracie agreed to put something on the bulletin board about volunteers. Kat agreed to do the same on each Constant Contact email. Lainey will also put the board job descriptions on the website.

Trafalgar Books Proposal

Phyllis brought to the board's attention a proposal from Trafalgar Books. The proposal would require a coordinator to work with them to check memberships, make sure NEDA is paid what it was entitled to, etc. And if NEDA did this, it would mean that other companies would want to do the same thing. Should there be a minimum revenue guarantee before anyone can get access to NEDA's membership list? Maybe NEDA has two levels of cooperation - a high level where the other party receives the NEDA membership list, there is a NEDA coordinator to check memberships, and there is a guaranteed minimum level of benefit for NEDA, etc., and a lower level whereby a vendor just offers a discount as a benefit to NEDA's members and NEDA doesn't make any money from them. After discussion, the board decided that it was a good idea, and Shawn agreed to explore it a bit and see if there's a program that could be created and a way that pieces of it could be automated (quick membership verification, etc.). Shawn and Phyllis will touch base off line. Beth and Debbie suggested that we just create a program within our existing sponsorship programs, where we get cash up front and they can offer whatever discounts they want to our members. That way it is less burden on NEDA.

Increase TIP and Salute Revenue

The board discussed ways to increase revenue (advertising) in the TIP and the Salute. Tracie suggested that more ads in the TIP would be counterproductive, as there are already too many ads in the TIP. The board discussed the fact that the Salute does need more ads, and NEDA may need to hire someone or get a volunteer to sell ads. Maybe package omnibus and Salute ads and increase the pricing? All the ads are the same size in each publication, except for the omnibus, but there are different pricing structures because there are different audiences, levels of value, etc. The sponsorship committee will look into this matter off line. Tracie agreed to ask Ginette about the color pages and whether it added any money to production costs. Several board members asked whether NEDA could even tie advertising in the omnibus to other publications, as NEDA doesn't control the omnibus production or ads. Finally, a discussion ensued as to whose responsibility it should be to make sure sponsors above a certain level are thanked, and receive copies of the publications in which their ads appear.

NEDA Boutique

Kathy led a discussion of the boutique. A more formal business plan will be approved at a future meeting, and will address who will run the in person events, pricing, collecting money, etc. In the

meantime, there will be a subcommittee to work with Karin to come up with a contract and business plan. Kathy, Kate, Deb are the subcommittee and they are authorized to enter into a contract with Artie so that merchandise can be ordered.

Coordinator Reports

Spring Symposium –

The following written report was submitted by Linda Mendenhall in advance of the meeting:

“Carol and Michael meet up 2 week-ends ago and spent a few days brainstorming their outline and topics for the Spring Symposium. It is going to be amazing. The two of them play off each other very well and they are putting a lot of their thoughts and energy into how to provide the most education into their 3 days. I don't envision them repeating much so encourage people to attend all 3 days to get the maximum benefit. It looks like there will be 10-15 horses in it and it will be done similar to how Bettina did it, with a few of their students coming to demonstrate key points and exercises and then other demo riders selected via the regular method. This was the one thing I liked about B.D.'s symposium, so I'm excited to see Michael/Carol utilize the same approach.

Response for this early has been good. Elizabeth Preston as the auditing coordinator has been awesome. We have wanted to incorporate name tags for pre-registered auditors for years and she has worked out a way for us to do this. Hopefully this will encourage audience discussion and participation.

Demo rider application response was good and I'm in the process of getting all the video links out to the committee and to Michael/Carol.

Food is going back to our original set-up with Vello's catering. It cost us more money to use the food truck last year and while some people loved it, others didn't. She wasn't willing to come all day, so there was no added benefit for the added cost. I'm working on another way to have coffee available in the am.

I'm working with Stuart at the Crown Plaza Natick/Boston to set up the room block, should have a link shortly for people to sign up for rooms. We are getting the rooms at \$99/night. I will send the link to Tammy to put up on line once I have it. And I'll need however is the keeper of the NEDA cc to call and reserve the NEDA rooms. Also need this person to call 495 Rentals to secure our tent/table/chair rental.

Kerri Arruda is the new volunteer coordinator for Spring and has most of the slot filled. If you know of anyone interested in helping, please send them Kerri's way.

Sarah Gill D'Orazio is the new rider liason. Alison and her have connected and Alison is passing on all of her tips on how to do this job. Thank you so much Alison!!!!

Marie DiBiccari is the clinician liason and with Jen D's help will keep both Carol and Michael happy and get them were they need to be.

Diane Holston will be watching over the silent auction table this year. If you have items to donate or know some one who does, I will be collecting them and bringing them to the event on Thursday evening.

Thursday set-up ALWAYS needs extra hands to hang banners, build the ring and put out the NEDA event signs. Anyone around that can help, please let me know. :)

Forgot to mention...still working with Holly Jacobson on the Para presentation at the event. They have offered to do a mounted demo/presentation. I'm thinking of giving them one/two of the lunch slots. I think we have Carol/Michael giving a presentation on their Olympic experience during the other lunch slot. This is still in limbo though and I'll update once it is firmed up."

Education -

The following written report was submitted by Angela Prenosil in advance of the meeting:

"Carol's Summary of Professional Ed Conference held on March 10th... "There were 5 attendees, including Beth. I entered the profit as Ed Outreach in the Spring Fling event. Thanks so much for your support (both yours personally and NEDA's)." I responded that if Carol wants to try this again we would support it and that sometimes a "good thing" takes a while to catch on. I also mentioned that I think winter time might be the best for a series like this..."

Spring Symposium – Linda will report most details, but we have a signed contract with Mr. Poulin. Michael and Carol are already working together to develop a great program and they have picked a couple demo riders that will demonstrate for us (these teams still have to go thru application process like others). Also, Elizabeth Preston is working on nametags and a system to identify all attendees which will come in handy for all!

Fall Symposium – Jen will report more details, but we have Ashley Holzer's signed contract. Still waiting on Stephen Clarke's. Pineland Farm is very excited and is really stepping up to ensure that we have a great event!

NEDA Outreach Program is really picking up steam with lots of great clinics being offered and giving NEDA members discounts, taking some of the pressure off of NEDA to supply more educational events."

Sponsorship -

The following written report was submitted by Phyllis Leblanc in advance of the meeting:

"I have attached the proposal from Trafalgar Square Books to this report for discussion at tonight's meeting.

We currently have almost all of the total annual budget in Premier sponsorship and we are still working on generating new sponsorships and following up on some renewals.

Jane has started to work on a mailing to past sponsors for the Fall Festival. It will really be helpful to be getting that effort started now."

At the meeting, Phyllis updated the board on Smartpak's request to give an educational forum with Q&A at the fall symposium. After discussion, it was the consensus of the board that such a thing should be voluntary, for premier sponsors only, for an extra charge, not during the symposium and in a separate room outside of the main arena.

Advertising –

The following written report was submitted by Kat Wojtylak in advance of the meeting:

“Events: I’m joining different horse directories so that I can add the NEDA Events to different calendars. This is slow and very tedious, but it’s getting done! If anyone has any suggestions of places where they’d like to see our events, let me know and I’ll add them to the list!

Coverage: Press releases are going out in a timely fashion as I’m trying to stay ahead of the curve. Debbie’s workshops got a ton of great pickup including the USDF Connection! I’m on good terms with the editor and it looks like she’ll be picking us up again next month to celebrate NEDA’s 40th year. I have one slot in April and May open if anyone has anything they’d like me to cover.

Committees: I’m trying to listen in on phone calls for each committee to see where our marketing plans can help out. So far my newest addition is the Sporthorse Committee, and have only been available through email thus far.

Partnership: I’m working on a partnership between NEDA and The Chronicle of the Horse. They are working on some new programs that will provide associations like NEDA exposure to their audience and provide them with the ability to reach our members and offer them a free trial subscription if they are not already subscribers. With every member that ends up subscribing or renewing through this program, NEDA will earn advertising trade dollars. Does anyone have any opposition to this? I’ll have the full details for the meeting on Wednesday.

Constant Contact: See Attached. This will need to be something we vote on because it greatly effects the way we’re doing things, especially in an effort to make the most of everyone’s time and NEDA’s \$\$\$.

Online Training TIP: As discussed last month, we partnered with Horse Radio Network to provide them with a monthly Training Tip from one of our Flextime Instructors. Take a listen to Ann Guptill at (-22.40) <http://www.horseradionetwork.com/2012/03/15/dressage-radio-episode-147-heather-mason-neda-training-segment/> . This whole segment was wonderful as it’s featuring a wide range of subjects with the Dressage Foundation, NEDA, Draper Therapies and Paul Belasik. I think Ann was an awesome ambassador to feature on our first segment!”

At the meeting, Kat agreed to send out a mockup to the board to show how we can make our materials and message more cohesive. Constant contact will be streamlined to once a month for the full list, with still the possibility for targeted list hits for specific events and reminders. Material will be new, or culled from the TIP and other sources. Sender names will be more standardized as well.

Boutique -

The following written report was submitted by Karin Swanfeldt in advance of the meeting:

“As far as the NEDA wear it has been a true labor of love. What We have been working on up until last Thursday is bring our logo back to it's original form!!!! Thanks to Beth and a huge amount of work with Arty and his team we have a breath-taking logo. Top quality!!!!!!!!!! What a learning experience for me!!!!!! Everything will be ready for presentation in April!!”

At the meeting, the board discussed with Tammy the process for updating the website. Tammy prefers that board members contact her directly with website changes. If she becomes overwhelmed, or needs help with prioritizing items, Debbie Carr-Kirk will be her board contact. Also, Tammy asked for her admin access to be removed, but after working under that system for a while, she has decided that she really needs it.

Sporthorse -

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

“We had our first teleconference for the Sporthorse Committee. Meeting minutes attached. We will be teleconferencing every month, skipping September and 2 lunch meetings.

Stallion Auction

The stallion owners have been contacted and encourages for people to bid on the auction. Already we have 3 bids, so we are hopeful to get more sold.

Monthly Tip Articles

The group is working on more articles for the Tip. I've contact Dr. Gradil at UMASS about a reproduction article and he is looking at what he can do. I will contact around to other vets that might have some nice articles for preparing your young one for the stress of the shows and other ideas the group has come up with.

Sporthorse Grant

The group would like to get a grant together again to offer shows who might need up front money that could be paid back if they make a profit like we had before. Since we have raised more than planned this year, we thought it would be good to offer.”

*At the meeting, Kathy asked the board for permission on behalf of the sporthorse committee to make grants if there are excess proceeds in sporthorse as part of their outreach program. There is an application process. If there are profits from the grant organization, the grant will be repaid. If not, it would be just a grant. After discussion, the board **VOTED** to approve a grant pool of up to \$1,500 to be allocated pursuant to the application process.*

Fall Show -

The following written report was submitted by Beth Jenkins in advance of the meeting:

“Fall Festival is on schedule. The NEDA website is finally all updated for Fall Festival 2012, complete with tentative class schedule. Sponsor stuff is also finally updated.

Next on my agenda..... officials and staff contracts.

And then moving show from this laptop to a new one.”

L Program -

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

"We are set for the 2012 USDF "L" Part II, first session starting at the NEDA Spring Show. Am getting verbal commitments for instructors for the 2013-14 "L" program.

The Cohasset High School Equestrian Club has had several meetings. We have nine members so far, some of whom show regularly in licensed USEF/USDF dressage shows and some who ride other disciplines (Morgan, Hunter) who may try dressage. We will have one or two girls who will earn USEF achievement pins and certificates, at least one also going for her USEF recognition and a few who may have enough scores for JV recognition.

To get the club through the School Committee I had to call it the "Equestrian Club". One of the art teachers is serving as my assistant leader. One of my former Cohasset Riding Club kids (now grown up) is also volunteering to help.

Future plans: See if I can get some other schools or barns interested in having a high school team so we can have some HS team competition. In addition, I'd like to approach Heritage Dressage about holding a team competition at the Heritage Spring Show every year as that is the schooling show closest to the end of a school year. It wouldn't mean adding classes, but having someone from the schools/barns teams keep tabs at the show of the scores and tallying the results. The show (or any others interested) would add "HS Team Competition" to their prize list with a \$10/team registration fee. The fees collected would pay for the ribbons. At least, that is what I see for the future, but am open to ideas.

The girls need to volunteer at least 3 hours at one or more shows/year to earn a USDF pin or school Varsity or JV recognition. Perhaps this would help Heritage, Beland, or whom ever else."

Spring Show -

The following written report was submitted by Paul Cormier in advance of the meeting:

"Entries open on Thursday and every thing is going smoothly. Awards are ordered, hotel reservations are made for Judges and show staff. Verbal commitment from 6 vendors payment from 3 so far. As well as being a vendor Custom Saddlery is sponsoring a class and buying the inside front cover Ad. One sponsor is sending a banner, flyers for packets and wants PA announcements. Food vendor along with tents for awards, judge hospitality and L Program are in works. a few volunteer spots need to be filled and arrangements with local dressage barns are being made to provide set up and take down crews."

At the meeting, Paul updated the board on the need for runners, hospitality, and awards on Sunday. Maybe scorers. Vendors going well.

Membership -

The following written report was submitted by Debbie Carr-Kirk in advance of the meeting:

"In the past two weeks we have picked up another 62 new members, bringing the current member total to around 1,550.

We have two volunteer workshops planned for this weekend. One at UNH and the other at Far Meadow Farm in Morris, CT."

At the meeting, Debbie updated the board on the volunteer workshops (they are going well). These workshops, plus the Education Outreach, is fulfilling a big part of NEDA's strategic plan.