

**New England Dressage Association
Board of Directors
Summary of Meeting
March 20, 2013**

Participating in person: Heather Stone, Kate O'Connor, Alexandra Dane, Kathy McHugh, Sally Davenport, Beth Jenkins, Paul Cormier, Jane Sheehan, Debbie Carr-Kirk, Christine Shea, Phyllis LeBlanc, Lainey Johnson, Katie O'Neil

Participating via conference call: Jennifer Dillon, Kathleen Gilroy, Kathy Hickerson, Angela Penosil, Shawn Walker, Sue Storbeck, Linda Mendenhall

Participating by invitation of the board: Amanda Miller (President of CCDA) and Mary Schrader (potential new board member)

Secretary

It was **VOTED** to approve the minutes for the February meeting, with the changes discussed at the meeting. The board asked Heather Stone to prepare a summary of the February meeting for posting on the website.

Treasurer

After discussion, the board **VOTED** to elect Mary Schrader as a Member at Large of the board. Then, after further discussion, the board **VOTED** to elect Mary Schrader as Treasurer, to fill the remainder of Sue McKeown's original term.

Kathy told the board that Leah sent out the full financials to the finance committee. The full financials, including comparisons to budget, are sent to the finance committee each month. The board gets the financial statements each month. After discussion, the board asked for Leah to send the full financials plus the actuals vs. budget to the whole board.

Nominations

Elizabeth Preston is interested in being the Technology Coordinator. The board asked Shawn's opinion, given the work that Shawn has been doing on the website. After discussion, the board **VOTED** to appoint Elizabeth Preston to the board as the Technology Coordinator.

Lainey and Kathy have found someone to work on the NEDA Boutique, working with Artie – Kate Brassell. This would not be a board position for now. Tammy Paparella is also working with Kate, as she is interested in the Boutique. This will be offered as a service to NEDA members, with no revenue to NEDA (at least initially).

Lainey and Kathy are working on someone for advertising (Kristen Schwaegerle) – to relieve Shawn from her temporary role in that position - and will report back at a future meeting once they know more.

For the finance committee, the non-member of the committee (to replace Leah, who became bookkeeper) will be Shirley Benson. After discussion, the board **VOTED** to appoint Shirley Benson as the non-board member of the finance committee.

Board Retreat

Kathy discussed organizing a board retreat, as well as potential topics for discussion at the retreat. Jen pointed out that we need to book a date sooner rather than later, so that appropriate space at the Merrill House could be reserved. Saturday and Sunday. Jen will circulate available dates in May and June. Jen said that a few people could come up Friday as well. She'll reserve the house for the full weekend. The board wanted to ask Sue McKeown to facilitate, as she has in the past. Adult Amateurs, Governance/Organization and Education are possible big topics.

Sally Swift Fund

After discussion, the board **VOTED** to make a donation to the Sally Swift fund, in the amount of \$1,000.

Coordinator Reports

Sponsorship -

The following written report was submitted by Alexandra Dane in advance of the meeting:

“The renewal process for sponsorship is effectively complete, and we can move forward with implementing the benefits the sponsors will be receiving. Christine has created the invaluable files that give everyone access to the information as to what is needed for the spring events, advertising and web promotion.

Christine, Kathleen and Sue have worked tirelessly and effectively, and deserve the Board's appreciation and thanks.

I would like the Board to think about the following. It doesn't have to be decided tonight, and might be suitable for an agenda item at our retreat, if we have one. But it is pertinent to the way Sponsorship proceeds, so I am bringing up.

The bigger, corporate businesses who have been good sponsors and indicate that they wish to continue in a relationship with NEDA have brought up a benefit they wish to incorporate into their yearly agreement with us: use of our email blasts or online information that we send out to our membership for advertising purposes. The advertising would be the equivalent of their print ads but be in our emails. We have, in the past, been reluctant to give this benefit, and I would like the Board to consider whether we should treat this form of advertising as the equivalent to print advertising and use of our membership list, both of which we do, of course, allow and encourage. (We sell to businesses use of our membership mailing list at \$50 per use.)

My understanding of the Board's reluctance to extend advertising to our email communications with the membership is that we worry that the members will consider it an invasion of privacy. I think that there is now less a feeling that one's emails are like one's bedroom - open to invitees only - and more a feeling that the delete key is an easy one to hit, and gets used with little emotional impact every time one opens the browser. While I think we can formulate a policy to keep our email communications from becoming 90% ads and 10% content, I do think that email advertising use by our sponsors is part of the future for us all. It makes complete sense for our sponsors - cheap, easy, cheap, as effective as print, cheap. It is also cheap for us, requiring little work on the part of our email blast manager and our webmaster.

So, tuck this away for consideration as you spend time between tasks that demand your full attention. We should have a consensus on this by the end of this year, to make it easy for sponsorship to go forward in a progressive and well thought out manner.”

At the meeting, the board decided that each board member should think about this issue and it will be an agenda item at a future board meeting. Shawn also pointed out that the conversation about adding more value to sponsors is being discussed at the website committee as well and she will pass along any thoughts on this issue from the committee. Katie will bring information about opt-outs, etc. from Constant Contact to that meeting for the board's information.

Media Relations –

The following written report was submitted by Katie O’Neil in advance of the meeting:

“Great news- we are up this month in Facebook followers from 1285 to 1325. Small victories, but that's 40 more people that may want to join NEDA or perhaps attend or volunteer at an event! I'm working on an email blast, with the assistance of Shawn, that will go out from Equine Journal to their national readership, approx. 13 thousand readers! This is the first in a series of three emails this season that will hopefully bolster not only membership, but also volunteers for our important events.

Again, if you have anything you'd like included in the March e-newsletter about your event or program, please email me or let me know.”

At the board meeting, the board expressed interest in how to “like” NEDA on Facebook. Katie agreed to prepare a tutorial for a future meeting, and possibly a “cheat sheet” for the website.

Karin Swanfeldt Matters -

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

“The jackets for Carol and Sue are in process and I plan to have them to the ladies as soon as they are embroidered.

"The Gathering", is coming along nicely. I have had write ups in the Email newsletter as well as the TIP. I will be placing information in the NEDA FB page after the 25th. The Spring Show does not open until March 25th so I should begin to see numbers after that date. I am hoping for a good turn out by who knows!!! All other details for the Award winners are in place!

That is it for now. I will begin working on VIP as soon as "The Gathering" is over. Equine Affaire is DONE and ready to roll.”

Fall Show -

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

“Fall Show is relatively quiet this time of year. The Fall Show is tentatively scheduled and completely posted on the website.

Getting the Volunteers system up and going is taking my concentration right now. It is going to take at least three people to start to replace DCK. So, Paula Adelson (scribes scheduling and at

show volunteers manager for two days) and Jennifer Anttonen (volunteer database) and I met for a long and cheerful dinner in Concord a few weeks ago. Helen VanDerVoort (at show volunteers manager for two days) lives in Rhinebeck NY and could not make it. We discussed who will be doing what. And I am working on a Constant Contact mailing to the NEDA membership, show competitors from 2012, and our volunteer database looking for people to step up and take smaller, manageable jobs. Such as, a person to make the 24 Officials hostess bags.... wine, cheese, goodies; such a person to focus on the shuttle to and from the show, making sure that all the people are on board; such as a person to focus on sending out the breed specific post show awards. Etc.

I sent check off to Hampshire Pewter for 600 NEDA medals. That will take a few months. Hopefully they will last five years, as we have about 60 in stock right now. I think Spring Show has altered its policies on giving out medals, so that they give out just one per class. They used to give out one to the class, to the JrYR and to the AA.... as they do split classes at Spring Show. Fall Show does not and so keeps medal distribution lower. Except that now we will be giving out 12 medals per year at the Breed Show.

Two Fall Show Constant Contact mailings have gone out. First was a small one to the Officials and Paid Staff welcoming them to the show. With details like hotel, shuttle, grounds layout for the revised show. The second was to show Patrons for the past four years.... welcoming them to the show and giving details for vendors, class sponsorship etc. The next step is follow up by phone by Sue Storbeck and Jane. Some people have contacted me directly, and discussions are going on.... like the North American Sport Pony qualifier for the Royal Winter Fair. I have to do some careful organization.... as Kate specializes in IBCs, Jane on Vendors.... and then Alexandra and crew specialize in the Premiers.”

At the meeting, Beth informed the board that Tammy is going to be the treasurer of the Fall Show.

Continuing Education -

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

"The USEF r program is still short though a new group of r's to be approved next week will be told about it and offered an opportunity to sign up. I gained one, possibly two applicants by offering a payment plan.

The 2013-2014 USDF/NEDA L program, Part I A,B and C has twenty five confirmed applicants so only five more spots available.

The 2014 USDF/NEDA L Program Part II Practical and exam is full with a Wait List of 11 all of whom at this point would like to be in a 2015 NEDA Part II if they don't get into 2014.”

Education –

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

“Flexitime (from Beth): Despite 2013 being the first year of Flexitime for several instructors, some of them are receiving quite a few applications. I am very pleased to see the positive response toward the new Flexitime additions.

Unfortunately, some riders seem to misunderstand the purpose of Flextime and attempt to apply for three lessons with the same instructor. We have tried to rectify this issue by clearly stating an applicant may only be awarded one lesson with any instructor.

Overall, Flextime seems to be running quite smoothly. While I hope for more applications, I feel we have had financial success in the short time Flextime has been open for applications.

Spring symposium: Christine Shea (and her hubby) and I met at the Fairgrounds, along with the far away people (Kris, Beth and Elizabeth) so we could see the facility up close and meet Bruce, the manager. Everything went well, and everyone seemed happy. Our only problem is we will need to borrow and set up a solid large dressage arena within the arena that we already have set up (a very large oval steel pipe type). Will be asking Umass and Mt Holyoke if they have one we could rent. Last option is trekking to Marshfield or Saugerties to get one. Otherwise planning is going well. Auditor numbers are quite low but this is normal for this early for spring. What we DO need is some more volunteers signed up and definitely more demo riders (also common with spring event is a lower amt of apps to ride). So PLEASE if you have any students, friends, trainers, etc that would be interested, give them a push! Deadline is 4/8 and it's all can be done online.

USDF Young Horse Program: Still set for Sept 14-15 with Scott Hassler and Ingo Pape. They found a title sponsor, so NEDA will not sponsor this, we will HOST. Also, we will do the reception on Saturday nite (in budget). Waiting on USDF for the official press release, so we can get it on our calendars and publicized.

Fall Symposium: Will be at Pineland Farms in Maine on Sept 28-29th with Christoph Hess, along with a possible professionals seminar on Friday before.

Outreach: This program is growing at a fast pace! I think we'll need to consider that the "face" of education in Region 8 is changing and has changed a lot since we started...there are numerous education opportunities with bigger name clinicians, online education, etc. NEDA used to be one of the few GMOs that did this, but now many more are doing it. Not a bad thing, just may change the way we need to think going forward...lots to ponder!"

At the meeting, Angela pointed out that the \$1,000 to support the young horse program in September won't be used and so that money can be redirected elsewhere. Education applied for a grant to the Dancing Horse Foundation for the Spring Weekend and were awarded a grant of \$750. At the meeting, the board pointed out that Mt. Holyoke should be happy to loan us a ring, given NEDA's recent support of their event.

Spring Show –

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

“Show opens on Mar.25 and I hope Sue is deluged with entries. The new rings I hope are arriving on Mar.27.

So far only 5 paying vendors have shown interest in coming to the show. TIP and email blast has only generated 2 volunteers, still need stewards, runner and scorers. Have emails out asking for help. Arrangements for Dumpster, Port-o-potties and food vendor are made. Vet on call backed out and found replacement.”

Sport Horse -

Kathy reported that the second change stallion auction ended with two more purchases. Kathy is working on scheduling conflicts that have arisen because various sporthorse competitions are too close to each other.

Membership –

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

“Not much to report. Membership just began our usual “Spring into Spring” Member promo. Katie sent a CC message out to almost 2,000 former members this past Friday, kicking off the spring promo. I'll let you know on Weds what kind of response we've been getting.

NEDA just sent in our 5th roster to USDF with 63 new members in the past month.”