

RMDS EXECUTIVE BOARD MEETING MINUTES

July 9, 2019

Armando's Ristorante Italiano

The Wine Room

720-851-6770

9355 Crown Crest Blvd,

Parker, CO 80138

The room is reserved beginning at 6:00pm

Meeting @ 6:30 PM

Attendance: Sharron Soos, Heather Petersen, Gwen Ka'awaloa, MaryJo Hoepner, Pam Phillips, Beth Geier, Stan Adamson, Anclaire Spaulding, Shannon Lemons, Kathy Simard, Michelle Anderson, Joe Cummings, Nancy Leonard, Dorothy Kapaun; Linda Gaber, Aline Brandau; Joan Clay

Proxies: Arlene Rhodes to Heather Petersen; Natalie DeFee Mendik to Heather Petersen; Didi DeKrey to Joan Clay; Simone Windeler to Heather Petersen; Cassandra Dipentino to Linda Gaber; Tiffany Rutledge to Michelle Anderson

Call to Order-President

Gwen Ka'awaloa

Meeting called to order at 6:30 pm

Introductions

Secretary - Approval of Minutes - May 2019 meeting

Heather Petersen

Stan Adamson made a motion to approve the minutes as presented. 2nd by Michelle Anderson. Motion passed unanimously.

Treasurers Report

Sharon Soos

Funds as of June 30, 2019

| | |
|--------------------------------|--------------------|
| RMDS Checking Account | \$33,998.41 |
| RMDS PayPal (as of 12/19/2018) | \$12,570.57 |
| RMDS Scholarship | \$ 5,697.29 |
| Reserve | <u>\$43,823.00</u> |
| TOTAL | \$96,089.27 |

Discussed the reserves that we have and what is available for the data base and website.

President Report

Gwen Ka'awaloa

- Primary goal of the meeting is the data base and website concerns.

Vice President Report

Tiffany Busch

- Tiffany's resignation was accepted by Gwen just shortly before the meeting.
- Dorothy Kapaun has expressed interest and Gwen will be talking to her to see if she would be willing to step in a bit earlier than the November election time frame.

Central Office

Beth Geier

Membership

- Registration – 664 as of 7/1 members for 2019. 136 new horses since October 1, 2018.
- See reports with chapter membership totals.
- Accepting dues for 2019 - \$70.00

Education:

- 'L' grads – for us to use in the RMDS shows, should they also be listed in the USDF list?
- Fall of 2019: TD test. (every 2 years)

Omnibus:

- Arrived. Binders as well.

Shows:

- Team Competition cancelled due to heavy rains and facility not dry.
- 19 shows have submitted results – start doing score checks.
- Online scores listed correctly – FEI rankings might be off.

General:

- Chapters receive free email blasts for educational purposes.
- RMDS Executive Board members get ½ price admission to RMDS events.

Awards:

- Izabelle Durbin still owes for broken trophy that needs to be replaced – got a flurry of emails but no payment after I sent her the decision to place her on the suspension list.

Next Executive Board Meetings (2nd Thursday odd months-exceptions noted) –

2019:

Executive Board Meetings: Sept 5, Oct 10 (budget)

BOG Nov 2

2020

2019 Banquet: January 4

2020 Professionals: April 25-26

2020 Championships: Sept 23-27

**RMDS MEMBERSHIP -
YEAR-TO-DATE**

7/5/2019

| | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Members: | 664 | 725 | 752 | 756 | 779 | 694 | 827 | 797 | 868 | 773 | 945 | 1030 | 1008 | 1036 | 1019 | 1151 | 1177 | 1162 |
| Horses: | 136 | 161 | 91 | 93 | 59 | 63 | 59 | 135 | 123 | 132 | 132 | 166 | 246 | 262 | 234 | 207 | 337 | 274 |
| AV | 39 | 36 | 39 | 25 | 29 | 26 | 27 | 25 | 27 | 24 | 15 | 26 | 12 | - | - | - | - | - |
| BV | 138 | 162 | 159 | 182 | 168 | 171 | 180 | 182 | 190 | 200 | 188 | 205 | 172 | 178 | 179 | 199 | 208 | 230 |
| FH | 52 | 70 | 57 | 73 | 79 | 76 | 64 | 65 | 71 | 72 | 75 | 76 | 77 | 74 | 73 | 109 | 103 | 115 |
| GV | 79 | 77 | 91 | 95 | 71 | 55 | 71 | 53 | 65 | 83 | 87 | 105 | 102 | 88 | 92 | 93 | 98 | 77 |
| HP | 155 | 164 | 169 | 149 | 156 | 151 | 176 | 190 | 208 | 226 | 256 | 265 | 260 | 259 | 251 | 267 | 283 | 278 |
| NC | 61 | 75 | 69 | 77 | 77 | 89 | 94 | 93 | 110 | 132 | 107 | 124 | 137 | 137 | 139 | 162 | 151 | 150 |
| OB | 35 | 38 | 49 | 43 | 42 | 33 | 22 | - | - | - | - | - | - | - | - | - | - | - |
| PP | 82 | 77 | 89 | 63 | 70 | 63 | 62 | 44 | - | - | - | - | - | - | - | - | - | - |
| WC | 22 | 25 | 29 | 22 | 18 | 19 | 23 | 27 | 31 | 22 | 21 | 25 | 25 | 32 | 34 | 44 | 55 | 64 |
| No Chapter | 1 | 1 | 1 | 3 | 5 | 11 | 12 | 13 | 15 | 14 | 25 | 14 | 16 | 22 | 21 | 34 | 36 | 24 |
| CS | | - | Dissolved | 24 | 35 | 47 | 52 | 63 | 115 | 124 | 115 | 127 | 126 | 143 | 130 | 137 | 155 | 134 |
| PN | | - | - | - | - | - | - | - | - | Dissolved | inactive | 12 | 13 | 13 | 14 | 15 | 14 | 13 |
| PR | | - | - | Dissolved | 10 | 11 | 18 | 14 | 14 | - | - | - | - | - | - | - | - | - |
| TS | | - | - | - | - | - | - | - | - | Dissolved | 36 | 51 | 68 | 90 | 86 | 91 | 74 | 77 |
| WA | | - | - | Dissolved | 19 | 21 | 26 | 28 | 24 | 24 | 20 | - | - | - | - | - | - | - |
| TOTAL | 664 | 725 | 752 | 756 | 779 | 694 | 827 | 797 | 868 | 773 | 945 | 1030 | 1008 | 1036 | 1019 | 1151 | 1177 | 1162 |
| Juniors | 61 | 73 | 80 | 86 | 88 | 95 | 120 | 117 | 120 | 134 | | | | | | | | |
| Amateurs | 184 | 205 | 195 | 163 | 152 | 176 | 209 | 220 | 239 | 230 | | | | | | | | |
| Education | 14 | 18 | 21 | 17 | 16 | | | | | | | | | | | | | |
| Business | 12 | 9/2 | | | | | | | | | | | | | | | | |
| Life | 33/1 | 32/2 | | | | | | | | | | | | | | | | |

Permanent Committee Reports Continued:

Adult Amateur

Michael Stevens/Anclaire Spaulding

I've secured two consultants from the Center of Performance Excellence at DU (through their Sports Psych department). They will work with us and give us a discount, rather than \$150 they will provide two speakers for \$100 or 3 for \$120, depending on the number of people that attend. I'm going to assume we only need two. I'd like to get an estimate on how many people might attend to provide them with this info, any suggestions would be helpful. I'm planning to use the remainder of the \$500 we have allotted to provide "refreshments" as suggested in our last meeting. It's my understanding we need to go through CHP to do this? Heather can you provide me with the appropriate contact or facilitate the set up? Lastly, can we make announcements over the speaker at the show? I am going to create a flier to advertise this event to start circulating before the show, but it would be nice to make an announcement at the show as well. If possible, I will make arrangements as the time gets closer.

I need to know if this is "approved" so I can provide DU with a payment/deposit and number of people that will attend (estimate) Again, I will NOT be at Championships so I just need someone receive the speakers from DU, show them where they will be speaking and simply make sure the event is going well.

Thursday night is the night we are aiming for. We have the projector and a nice white sheet. Heather with make sure there is a bartender for each

Anclaire moved that we approve the event at Championships, 2nd by MaryJo Hoepner. Motion passed unanimously.

Awards

Shannon Lemons

- Shannon may move the awards to a new storage facility closer to her house.
- Still trying to get payment for that broken trophy.
- Shannon will have Beth send a reminder out for folks to bring their trophies to Championships.

Communications

Beverly Swanson

July Centaur

This issue came out a few days late, it seems that everyone was busy busy busy with shows, etc. However, the Centaur is on a deadline, and I would really appreciate everyone who has a regular contribution to please mark your calendars to send me your content (by the 8th of the month). Chapters, this means I need your reports ONLY for print issues - the ODD number months.

July was also a little short on local content from chapters and members, PLEASE encourage your students, fellow RMDS members, or other horsey friends to contribute!

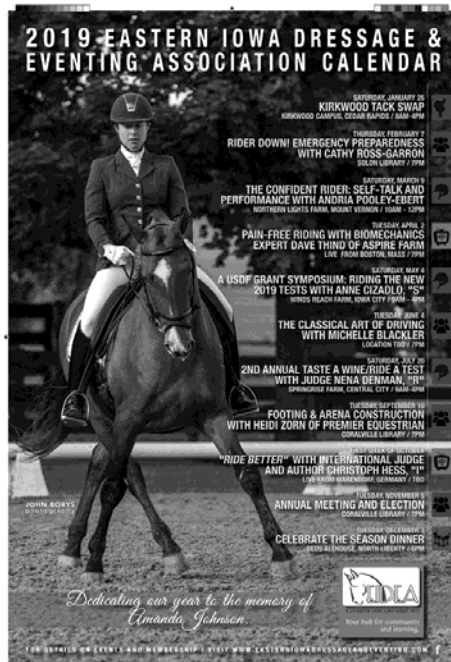
Aug e-Centaur

Please be sure to send info on any upcoming events! Also, any stories with pics are especially welcome. Normally we would have the Jr/YR camp and Adult/JR Team competition, but that was cancelled.

New Business Idea

I was reading the May/June issue of USDF Connection (a VERY fine publication for good information for all), and ran across this article by Colleen Scott about how president Jean Rude of the Eastern Iowa Dressage & Eventing Association (EIDEA) turned around a sad little club of 21 members into a more vibrant and inclusive community of 62!

One of her ideas that I thought might be good for us to adopt is a poster of events. Jean says, "Members all receive a poster at the beginning of the year and help distribute them to area barns. The posters really helped generate excitement and more word of mouth." She says include all events, even if dates are only TBD.



NOTE: This is something we could include in January 2020 Centaur as a center page, which would be 11"x 17".

Omnibus

Binders are cool and arrived as a palette.

Nicole Bizzarro

Website/Data Base

Review of bids on the website and data base.

Final 2 bids we are considering:

1. **CodeGeek:** Cost overall is high for re-engineering, 8 month time frame - \$66K-\$88K. They can also make a proposal for hosting - \$75. Based in Fort Collins.
2. **Cultura:** overall cost not as much but monthly hosting would make up for that. Questions on ownership and securities. Florida based.

MaryJo Hoepner

MaryJo went over more of the specifics of each of the bids and the broad spectrum of their proposals. Michelle Anderson covered more of the specifics of each bid.

Kathy Simard moved that we go with CodeGeek. 2nd by Stan Adamson. Discussion included what is the total cost is going to be, usability for the end user. Motion passed unanimously.

Technological Development Committee going forward: Beth Geier, Heather Petersen (and Michael), Michelle Anderson and MaryJo Hoepner as the advisor.

Michelle is going to contact Ann Edelman for review of contract or a person to review the contract. Parameters are less than 5-10 hours.

We need to start banking money to cover the reserves and covering the cost of the new database. Chapters help? Event proceeds to help, Championships, Year End Silent Auction, etc.

Buy a gigabit fundraiser?

Direct mailing in October/November, post show season, explaining and such.

Education

They are working on things, no change from last meeting.

MaryJo Hoepner/Pam Phillips

Junior/Young Riders

The 2019 Jr/Yr Summer Intensive was another success!! We had nine participants this year with both new and returning riders. We ended up with Julie Haugen, Joan Clay, and Kathleen Donnelley as the clinicians. Friday

Cassandra Dipentino

afternoon Raissa Chunko graciously joined us for lunch to talk about the Young Rider program, Dressage Seat Medal Finals, and gave a lovely braiding demonstration to everyone. I want to give a huge “thank you” to my assistant Jewlee Bellah for helping me make this camp a success. There was a \$51.67 profit this year, without the \$500 budget I am provided to work with. That can go toward the Jr/YR fun event at Championships.

We have some ideas for next year to hopefully increase the interest level and have riders gain even more knowledge in the short time we host them. This would include possibly teaming up with Lendon Grey for a clinic, I am in communication with her right now.

Marketing

Una Schade/Dorothy Kapaun

Notes:

- Our membership survey was completed. The last time we did this we had 170 responses. This time we had 323, which is awesome! (The report is attached as well)
- We had 82 more people visit our website June 2019 than June 2018.
- We have 121 more FB likes in June 2019 than in June 2018.

Mailchimp Email Campaigns

RMDS Members


This audience has **1,214** contacts. **1,084** of them are subscribers.





Engagement

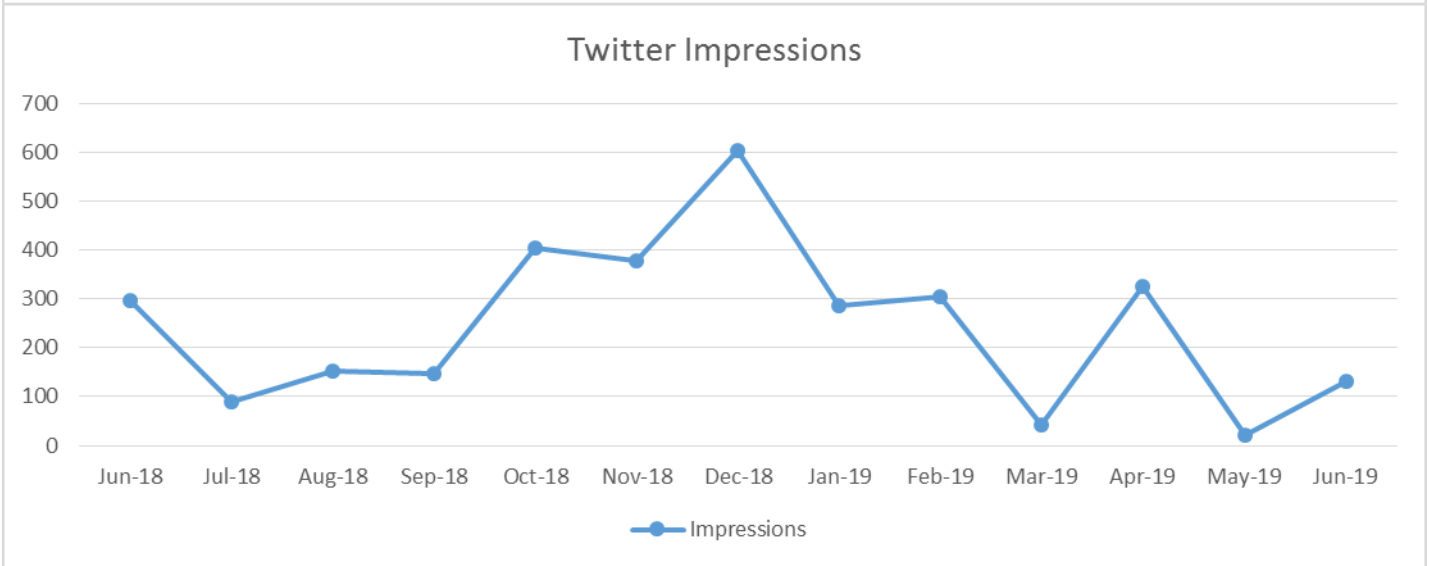
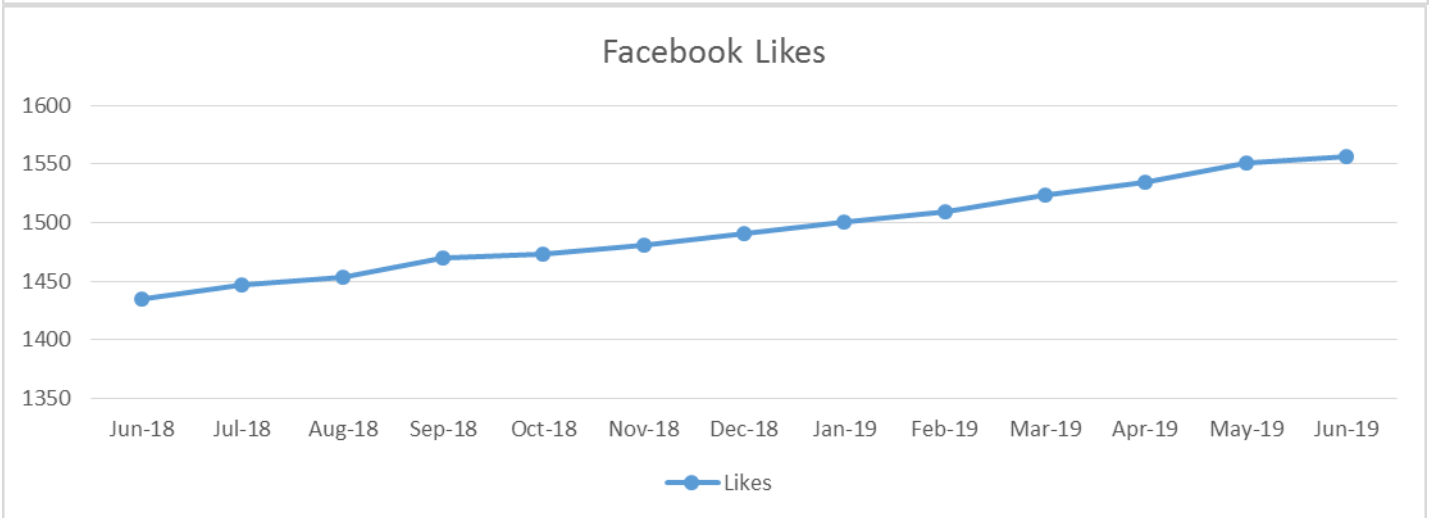
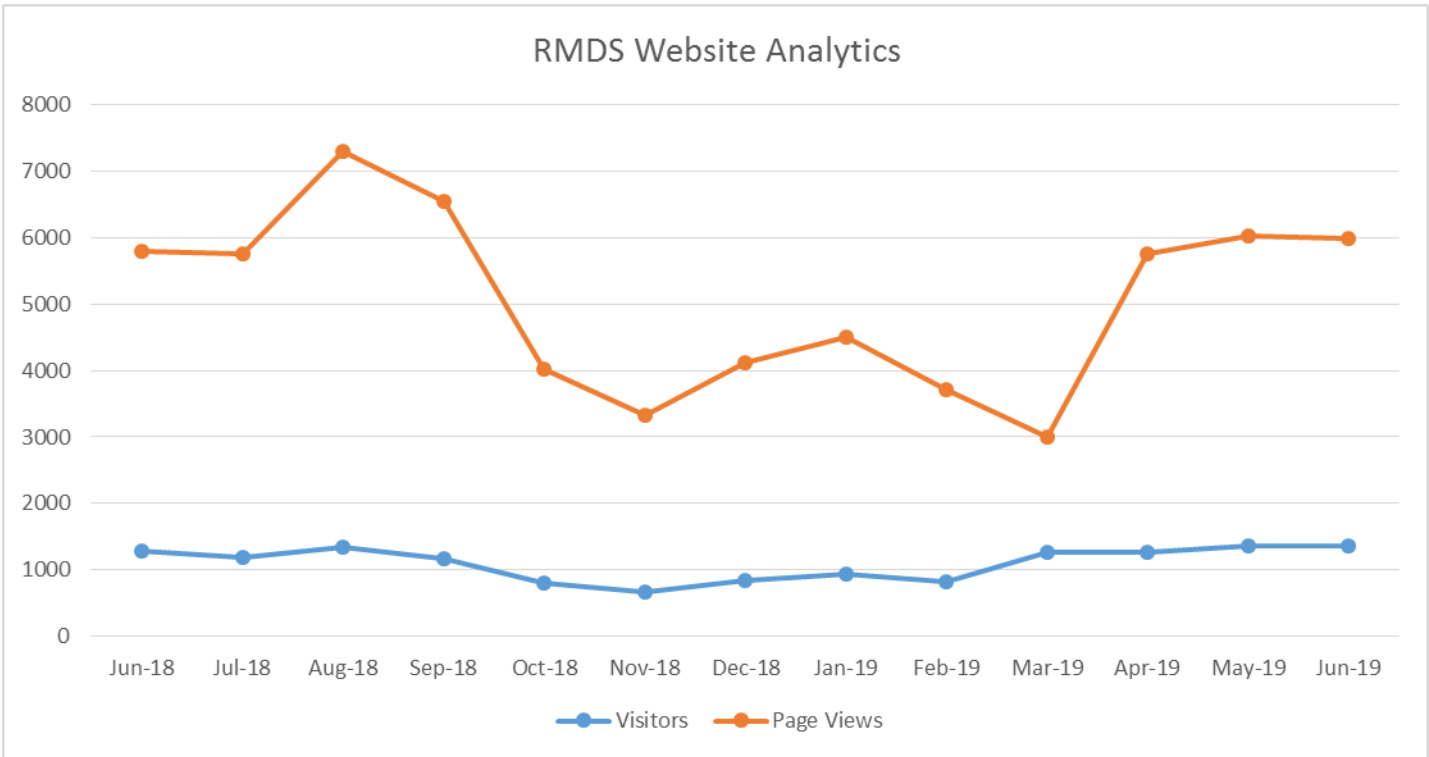
Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

58% **Often**
Your percentage of subscribers who are highly engaged and often open and click your emails. 

8% **Sometimes**
Your percentage of subscribers who are moderately engaged and sometimes open and click your emails. 

34% **Rarely**
Your percentage of subscribers who are not very engaged and rarely open and click your emails. 



Professionals

Kathy Simard / Joan Clay

The Professionals will be once again hosting the Friday night party at Championships. We are doing a different format this year. We will be utilizing the party planner. Instead of \$250 from a few sponsors, we are asking the professionals to donate \$100 to sponsor the party. This year the party will be a thank you and send off party for Grant and Sharon Schneidman and Nicole Glusenkamp. We are hoping to have more trainers donate and more people not only attend the party, but actually STAY at the party.

The Professionals Clinic with Lilo Fore is scheduled for April 25-26, 2020. As of this writing, I have put in a request to Nighthawk (Karen Whitman) to see if they would like to host. Karen rode in the symposium the last time Lilo was here. So, I thought I would offer her first choice. Others on the list are Reverie and Tomora.

Scholarship

Natalie DeFee-Mendik

Anclaire Spaulding used a portion of her scholarship funds to ride in a clinic with Dolly Hannon. She wrote an article for the *Centaur* about her experience.

Shows – Championships

Anclaire Spaulding/Michelle Stevens/Tiffany

I have been working hard on asking for money but need help. We have about \$5200 pledges right now and we need more. We hired a party planner, Lori Littrell. She's great. I will meet with her before the show and also put together a list of her duties.

Items to discuss:

- **Party Planner Contract** – Anclaire tasked – not done yet. Started, not done.
- **Phone calls for large donors:** I need people to call for me. I am not getting returned calls because these people don't know me.
- **Handouts:** everyone at the meeting is getting a sponsorship flyer. Please hand it out to a business or friend. Please – I'm begging for help.
- **Feedback from last year** – I received 2 negative comments while making calls. Discussion of how to recognize dinner sponsors better.
- **Goodie Bags for Large Donors** – not done yet – Anclaire tasked
- **Dinners** – need everyone to say thank you to the person paying for dinners. I will reach out to people slated to go to the parties and ask that they say thank you and make it personal. I will send out a reminder email to the board with the names of the person who paid for each night. Please please please help me by saying thank you to them personally. It's a small gesture and it means a lot to them.
- **Littleton Large** – they want an ad in the *Centaur* in addition to the program. Yes? **Dorothy Kapaun moved we give them a business card ad for 1 years' worth of printed Centaurs. 2nd by Stan Adamson. Motion passed unanimously.**
- **Princeton Capital** – who owns it?
- **Who is Kat Cover, Kat Ad?** The photographer
- Going to do a small silent auction. If you have anything, please get it to Anclaire.

Appointed Committee Reports:

1. Western Dressage

No report

Simone Windeler

2. Nominating Committee – Chapter Presidents

Need nominees for 2 years: Vice President, Awards, Education, Marketing, Professionals. They are working on it.

Stan and Tiffany

3. BOG - November 2, 2019

No changes since the last meeting.

Heather Petersen

4. Banquet – January 4, 2019

Beth Geier

See attached flyer –

Region 5 Report

Heather Petersen

I hope everyone is having a great summer! I am enjoying a little bit of showing and plenty of riding and training in-between running some shows and serving as technical delegate at a few shows too. It's so much fun to enjoy the summer riding with both of my girls and spending more time with them before they go back to school in August.

Several important **DEADLINES** are coming up:

- USDF National and Regional GMO volunteer nominations, as well as GMO award nominations, are due to the USDF office by August 31.
 - GMOs can submit nominations for [Newsletter Awards](#), [Website Awards](#), and [Photography Awards](#). Don't forget that all nominations are due to the USDF office by **August 31**. No more submitting hard-copy nominations! See the nomination forms for detailed information.
 - Regional GMO Volunteer of the Year nominations can be submitted by any participating member, group member or the Region Director.
 - One deserving group member will receive the [Ruth Arvanette Memorial Fund Grant](#) to attend the 2019 Adequan/USDF Annual Convention in Savannah, Georgia. The grant includes full convention registration and partial reimbursement for travel expenses. Applications due by **August 31**
- GMOs must return their GMO Delegate/Proxy Authorization form to the USDF office to appoint representation to the Board of Governors meeting at the USDF Annual Convention December 4-7, 2019.

The end of the qualifying period has come for the 2019 NAYC Championships, this year in Region 8 again at Old Salem, New York. Congratulations to our Juniors and Young Riders who worked to make the teams or decided to qualify instead for the Lamplight National Championships. It has once again been a tough year for our kiddos. NAYC is very expensive due to its location on the East Coast and many folks have juggled the decision of whether they could afford to go or not. Sadly, due to the distance, we will not be fielding teams this year again for NAYC. I hope some of them will be attending the Festival of Champions at Lamplight in Illinois this August.

The qualifying period for the 2019 USEF Championships Programs for Young Horses, Developing Horses, Children, Ponies, Young Riders, Juniors and U25 Grand Prix will close at the end of July. We wish all our intended competitors good luck in their endeavors for those championships as well.

Please mark your calendars for our Region 5 Championships and plan to join us! It will be a fun week.

- USDF/Great American Region 5 Championships – September 19-22, 2019 – Colorado Horse Park, Parker, Colorado.
- The USDFBC Rocky Mountain Series Sport Horse Championships are also held in conjunction this year with the USDF/Great American Region 5 Championships. They will be September 18, 2019, also at the Colorado Horse Park in Parker, Colorado.

There are many educational opportunities being held over the next year around our region. Please be sure to double check your local calendars and those of the GMOs and barns just outside your area and take part in one of these wonderful events.

Old Business:

- None

New Business:

- Gwen appointed Dorothy Kapaun as the new Vice President for the rest of 2019.
- Discussion of who we should be sending to the USDF convention each year. Proposal is if a new president is elected, the old president and the new president go to the upcoming convention. If the president is staying in office, then the incoming VP would be attending with the current president the upcoming convention. **Stan Adamson moved that we adopt this proposal, 2nd by MaryJo Hoepner. Motion passed with abstentions by Dorothy Kapaun and Gwen Ka'awaloa.**

Chapter Presidents:

1. Arkansas Valley

Nancy Leonard

The Arkansas Valley Dressage Association's second Riverwalk Schooling Show Series on June 9 turned out to be the largest show the association has hosted to date.

With more than 60 rides and at least 32 rider and horse combinations, the garnered talents from nearly all corners of the state, with rides from intro up into third level. Organizers opened the show for in all facets of dressage, including Prix Caprilli, Western Dressage and Eventing tests to draw as many competitors as possible to bring in a delightfully warm, supportive, educational atmosphere for all who attended the show, judged by Sharon Sarchett.

The success of the two Riverwalk Schooling Show Series' with the AVDA has allowed the association to purchase some new software that will allow a more seamless way to enter show bills, clinics, events and membership applications and also will make it easier to schedule ride times, score tests and budget shows and clinics. In the next few weeks, AVDA will be using the Fox Village Show Management software for future activities, events.

AVDA also will be purchasing swag to highlight both AVDA and RMDS, including but not limited to hats, t-shirts, sweatshirts, jackets, etc., and will be used to promote the organizations but also as a fundraising tool.

The next show will be on Oct. 5 at Pathfinder Regional Park in Florence. Vendors are encouraged to attend, and, always, the organization could use extra volunteers.

2. Boulder Valley

Stan Adamson

We had a very successful show June 29-30, at the Boulder County Fairgrounds in Longmont. With thirty entries on the wait list, our ride times ran from 7 a.m. to 9:15 p.m. on June 29, and 6:45 a.m. to 5:30 p.m. on June 30. Our judges, Lilo Fore of Santa Rosa, California, and Michael Osinski of Seattle, Washington, were appreciated by competitors for their positive and encouraging comments and accurate scoring. Box lunches were supplied by the Boulder Valley Schools food service. Happy Horse Tack had their trailer open both days. We thank all of our show staff and volunteers, and our sponsors:

- Colorado Tack and Supply, Thornton
- Andria Allen Properties, Boulder
- Happy Horse Tack and Saddle Shop, Ft. Collins
- Longmont Ford
- Dr. Peter Schmid and the Institute of Aesthetic Plastic Surgery, Longmont
- Lisa Battan, P.C., Boulder
- Foothills Equine -- Stacy Bluhm, DVM, Longmont
- Carbon Valley Animal Hospital, Firestone
- King Soopers

Now we take aim at our Fall Show, the Boulder Valley Dressage Festival, September 14-15, which features a full show on Saturday, with Judge Gwen Ka'awaloa, and a clinic on Sunday with FEI 4* Judge and Trainer Sandra Hotz on Sunday, both at the Boulder Valley Fairgrounds (see the RMDS Omnibus 2019 for details).

Our next club meeting will be Monday, August 12 at 6:30 at a location to be determined; watch for an email specifying details.

3. Foothills

Linda Gaber

A total of 55 rides kicked off the chapter's show season for classical and Western dressage riders at our RMDS-recognized Spring into Summer Show on June 9. Many thanks to the terrific staff of L graduate Stephanie Soule, secretary Simone Windeler, TD Mary Jo Hoepner, co-show managers Kelsey Jacobsen and Nic Sigler, and numerous volunteers. Now chapter members are enjoying their summer with no events scheduled until August. On Saturday, Aug. 31, they will be back in the saddle at our annual Last

Chance Dressage Show. We welcome USEF 'S' and 'R' Western dressage Judge Debbie Riehl-Rodriguez at Table Mountain Ranch (TMR), Golden. It qualifies Western dressage riders for WDACO awards points, as well as for Western Dressage Association lifetime points.

The prize list is on FH website under events www.cfoothillsdressage.org, in RMDS calendars online and in Centaur and in Omnibus page C-43. Entry forms are at <https://www.theelegant rider.com/online-entry-form-foothills.html>. Co-managers Kelsey Jacobsen pasdecheval15@gmail.com and Nic nicsigler@aol.com (303) 903-3451 are available to answer questions.

We all are looking forward to attending or auditing the national LandSafe Clinic we have scheduled Oct. 12-13 with instructors Keli and Danny Warrington and their mechanical horse, at TMR. See what the clinic is like:

<https://youtu.be/9uajCwivbto>. Its goal is to help riders learn and practice how to fall safely off a horse to avoid injury. Contact Keli Warrington keli@landsafeequestrian.com (484) 459-4974 with questions. Event Registration Link: <https://www.eventclinics.com/a/CLsItjwvESERV6o5vrnwA>

Join us at our Level Up! Clinic on Nov. 2 as Julie Haugen 'r' judge guides riders who want to learn new tests and movements. Approximately eight participants can work in one-hour semi-private lessons at TMR. Auditors can attend. Check the chapter's website www.cofoothillsdressage.org for information and registration.

Many thanks to our Education Co-Chairs Lauren Still stillfamily1@mac.com and Jewlee Barber jewleedoll@gmail.com for arranging all the chapter's 2019 events. Contact them or President Linda Gaber writers@icloud.com for details.

4. Grand Valley

No report

Arlene Rhodes

5. High Plains

No report.

Stephanie Figgins

6. Northern Colorado

No report.

Didi DeKrey

7. On The Bit

On June 16th, Joan Clay came to Laramie for a clinic. 10 riders and their horses enjoyed and benefitted from her knowledge.

July 10th is the closing date for our USEF/USDF and RMDS recognized show in Laramie on July 20th & 21st! We are working hard to make this show a smooth and relaxed experience for everyone. Come enjoy a fun and relaxed show, slightly cooler temperatures, and nice prizes! Check out the prize list and further information on www.onthebitdressage.com under Events, or go to www.2whitefeet.com!

We continue to have our monthly meetings on the first Tuesday of the month at 7pm at Altitude in Laramie. Feel free to join us, or contact us for more information!

Ginka Kubelka

8. Pikes Peak

No report.

Tiffany Rutledge

9. Western Colorado

No report

Lesley Hill

Next Meeting is September 5th.

8:47 pm Shannon Lemons made the motion to adjourn. 2nd by Michelle Anderson. Motion passed unanimously.

Respectfully submitted, Heather Petersen