



## USAWE Board Meeting Minutes

**Meeting Date:** February 22, 2021

**Meeting Time:** 5:00 p.m. Pacific, 6:00 p.m. Mountain, 7:00 p.m. Central, 8:00 p.m. Eastern

**Meeting Modality:** Zoom

Board Members Present		Board Members Absent at Roll Call	
President	Leslie Martien	Treasurer	Erin O'Shaughnessy
President Elect	Barbara Price	At Large Director 2	Doreen Atkinson
Secretary	Julie Alonzo	R3 Director	Cindy Branham
At Large Director 1	Trisha Kiefer-Reed	R7 Director	Rebecca Algar
R1 Director	Kristine Strasburger		
R2 Director	Robin Bond		
R4 Director	Kiki Pantaze		
R5 Director	Alex Tyson		
R6 Director	Kimberley Hillyer		

Current # of Board members = 13. BOD members required for Quorum = 7. # of BOD members in attendance = 9. Quorum was established.

### **Board Members in Attendance After Roll Call**

Doreen Atkinson, At-Large Director 2

Rebecca Algar, R7 Director

Cindy Branham, R3 Director

### **USAWE Adult Members in attendance for all or part of the meeting:**

Erin Long, Chair Awards Committee

Christy Reich, LOC Co-Chair

Chris Stanko, R3 Member

Susan Watkins, R2 Member

Jeanne Bond, Chair, Competitions & Rules Committees

**President Martien called the meeting to order at 6:00, Mountain Standard time.**

### ***PROPOSAL FROM THE LOC***

LOC Chairs Christy Reich and Doreen Atkinson had previously distributed a proposal to request that the USAWE Board upgrade the Zoom license to include the “webinar” feature. This feature will facilitate the ability of the LOC and Coaches’ Network to provide online seminars.



**Julie Alonzo, Secretary, made a motion to:**

**Motion:** Authorize President Leslie Martien to upgrade the USAWE Zoom account to enable use of webinar features.

Motion was seconded by Robin Bond, R2 Director.

- The motion passed unanimously by voice vote with no “nays” heard.

**AWARDS COMMITTEE**

The Awards Committee Chair had previously provided the Board with a written comparison of three different approaches to handling points earned for the Regional Leaderboard and a recommendation that the Board approve Option 2 (see below), as well as a written proposal to use for sponsorship of the High Point Breed Awards, and an update to the Lifetime Rider Medal program.

**Regional Leaderboard Tracking Options – Information from the Awards Committee**

The Awards Committee would like to request that the Board decide which way it would like Regional Leaderboard points to be tracked. The following are the options available.

1. **Based on Rider Region.** This is how WEU tracked regional leaderboards, and it simply tracks based on what region a rider is registered in, regardless of the location of a show. However, this means that a rider could top their region’s leaderboard without ever having shown there.
2. **Based on Show Region.** This option tracks based on the region where the show is located. However, this means that a rider could compete on multiple regional leaderboards at once.
3. **Based on Rider Region AND Show Region.** This option is more complex from a tracking perspective, and would only count points from where a rider’s region matches the show’s region. However, this could end up penalizing riders who live on the boundary of a region, and have shows more convenient to them in the next region over. USEF uses this system, and resolves the boundary problem by permitting shows within bordering states to count as well, however we feel this would be too complex an issue for the time being.

Based on our goal of growing the sport, and the interest in the regional leaderboards being region focused, **the Awards Committee thinks Option 2 would be the best option.** This rewards riders for showing in a particular region, as the national leaderboard already accounts for riders aggregating points from multiple regions. This also gives each region greater incentive to host shows, to foster healthy competition on their regional leaderboard. While it does have the risk that a rider could compete on multiple regional leaderboards at once, that risk has relatively little harm given that those riders are still supporting the sport and shows close to them.



R7 Director Rebecca Algar asked for clarification about Option 2, and after hearing the explanation provided by Erin Long, Awards Committee Chair, she indicated she liked that option.

President Martien asked for clarification about whether Option 2 might make it harder for a person to accumulate points for the regional leaderboard. Erin indicated that it might make it a little harder for people living near the edge of a region, but that they would still be accumulating points for the national leaderboard.

At-Large Director Doreen Atkinson asked for clarification about whether the points earned would be for only the “Top 6” scores earned at licensed competitions. Erin indicated that only the Top 6 scores would count in each region.

Kim Hillyer, R6 Director, asked for clarification about whether there might be some regions with fewer than six shows. Erin indicated that, yes, this might happen, but because each region is its own entity, in terms of Regional Leaderboards, the regional leaderboard will be based only on the number of licensed competitions held in each region, to help keep members on an even playing field within each region.

**Julie Alonso, Secretary, made a motion to:**

**Motion:** Approve Option 2 from the Awards Committee proposals. This option tracks regional points based on the region where a licensed competition is held.

Motion was seconded by Barbara Price, President-Elect.

➤ **The motion passed unanimously by voice vote with no “nays” heard.**

### Breed Award Proposal

The Awards Committee would like to recommend the following Breed Award Structure for the Board’s approval.

1. Each Breed Sponsor will donate *either*:
  - a. \$40 to cover the cost of a single breed award; or
  - b. The award itself, which can be an award of their choice. This will only be available to those organizations who have selected this option in the past, to avoid chasing after several different organizations to get awards to us and subsequently the winners.
2. In the case of a Breed Sponsor donating for the cost of a single breed award, that will include the following:
  - a. Recognition of the Breed Sponsor on the USAWE website;
  - b. Tracking of those horses qualified for the award;



- c. One custom neck ribbon in navy and black with gold print, denoting the year, award, and horse's name; and
  - d. Distribution of those awards to the horses who have won.
3. Breed Sponsors must note and provide the following for a breed award in addition to their sponsorship payment or award provision:
    - a. What registry the horse must be registered with in order to qualify for the award;
    - b. Confirmation of those registered horses using a list provided by USAWE at the end of the show season.

Notes for the Board's consideration:

- We estimate the neck ribbons will cost \$12-14 each depending on how many we need to order, and ribbon imprint charges (these change per number as well, so it difficult to have exact numbers until we go to order).
- Shipping from Hodges will be split between this and the other year end awards we order, and their shipping costs for large orders is 8.5% of the order cost, meaning about \$1/ribbon.
- Shipping from us to competitors we don't anticipate exceeding \$10 each, as we can use flat rate shipping, although we will likely find it's cheaper to do labelling and package materials ourselves.
- Total cost comes out to approximately \$30/award after tax. As a result, we plan to offer Breed Awards at \$40/award to provide "wiggle room" and a bit of compensation to USAWE. This is comparable to what WE United charged for their sponsorships.

Robin Bond, R2 Director, noted that neck ribbons are not all that easy to display on the wall.

Kristine Strasburger, R1 Director, asked if it might be possible to raise the sponsorship \$ a little and send a plaque as well as a ribbon.

Alex Tyson, R5 Director, asked if it would be possible for the sponsor of an award to send an upgraded award if they were so inclined.

Erin Long, Awards Committee Chair, explained that part of the committee's considerations for this first year is to keep the program manageable.

Rebecca Algar, R7 Director, suggested that for this first year she liked having neck ribbons. At this stage, she thinks it is an affordable price, and particularly given the challenges of COVID, there might not be a lot of shows in the 2021 season.

Trisha Kiefer-Reed, At-Large Director 1, commended the Awards Committee for their hard work and the quality of the proposals they brought to the Board. Barbara Price, President-Elect, echoed the sentiment.



**Rebecca Algar, R7 Director, made a motion to:**

**Motion:** Approve the Breed Award Proposal, as provided by the USAWE Awards Committee.

Motion was seconded by President Leslie Martien.

- The motion passed unanimously by voice vote with no “nays” heard.

### **Medal Update Program Proposal – Preliminary**

The Awards Committee would like to recommend to the Board that they consider a program through which riders have the opportunity to pay to receive medals updated to the present organization. We have heard from some riders that this is a program that they would be interested in, as then they would have a “complete set” for display and their own sentimental purposes if they have already earned medals from other organizations. While we are still working out pricing on medals, generally they aren’t more than \$10 each + shipping, so we don’t expect this to be prohibitively expensive to those interested. If this is something the Board would like us to pursue, we are happy to get exact pricing (which we are working on anyways) and submit a full program proposal for approval.

A lot of discussion related to the Rider Medal program ensued. Several people expressed concern about issuing USAWE medals when the changes in requirements for medals have changed from CWE and WE United to USAWE.

Alex Tyson, R5 Director, suggested possibly making the offer for members who have met the USAWE requirements for earning their medals. Several Board members indicated support for that idea.

Erin Long, Awards Committee Chair, will draft a proposal for the Board related to the Lifetime Medal Program at our next Board meeting. No motion was made on this proposal at this time.

President Leslie Martien requested that Board members review the material that Erin will send in advance of the next Board meeting and come to the meeting ready to discuss and vote. She asked Board members to share their thoughts via email, Cc’ing Erin and the rest of the Board, before the next Board meeting.

### **COACHES NETWORK COMMITTEE**

The Coaches network had previously submitted to the Board documents requesting approval of eligibility criteria, logo, and Confidentiality Agreement to be adopted by the Coaches Network. The following information was shared via email in advance of the meeting.

#### **1. Country of Residence and USAWE Coaches Network Eligibility**

After much consideration, the committee recommends that only applicants



living and working in the US should be eligible for Coaches Network approval.

The committee reviewed the LOC's policy of allowing Officials living outside the US to be licensed. Their license is only a US license and only permits them to officiate within the US. This perspective was considered for the Coaches Network, but the business structure of a Coach and a Licensed Official does not strictly align. We believe it would be an organizational overreach to recognize individuals who conduct the majority of their business (presumably in their area of residency) outside the US.

We would however, after developing our Coaches Network, be very interested in having a partnership of sorts with other similar Coach programs with other national organizations.

We recommend, in order to be respectful of other national organizations and their programs, that we do not recognize residents of other countries in our USAWE Coaches Network. And instead aim to work together with other national programs to expand the Coach Community.

## 2. Coaches Network Logo

In the inaugural year of the USAWE Coaches Network, the committee recognizes one of its main tasks will be to promote the new program, to clearly represent what it is and how it will offer value to potential Coaches. Once Coaches are recognized, it will be the responsibility of the committee to promote this newly recognized community to the equestrian community at large. With these significant promotional tasks ahead, the committee would like to request permission to add a title to the USAWE logo to easily identify the USAWE Coaches Network. The logo below is a rough outline of our proposed Coaches Network Logo:



President-Elect Barbara Price suggested moving the coaches network wording slightly higher to avoid interfering with the USAWE logo



### **3. Coaches Committee Member Confidentiality Agreement**

In order to protect the information and status of applications and/or complaints regarding Coaches Network applicants and members, the committee recommends the adoption of a Confidentiality Agreement to be signed by all current and future committee members.

**Julie Alonzo, Secretary, made a motion to:**

**Motion:** Approve the three proposals brought by the Coaches Network Committee related to limiting eligibility for Coaches Network recognition to people residing in the United States, and adoption of a “Coaches Network” logo derivation to be used by members of the network and a confidentiality agreement to be signed by all members of the Coaches Network Committee.

Motion was seconded by Rebecca Algar, R7 Director.

- The motion passed by voice vote with no “nays” heard and one abstention.

#### **RELATIONSHIP WITH WE CANADA**

Prior to the Board meeting, President Leslie Martien had shared with the Board an email from Kim Jungman, President of WECan, the Canadian National WE organization (see below).

##### **Questions from Kim Jungman – President WECan**

Does USAWE at any time plan on sanctioning shows in Canada?

Does USAWE plan to consider allowing chapter/group affiliations in Canada?

Does USAWE have any plans on encouraging Canadians to attend US shows and events?

Does USAWE have any plans for International or North American events (Covid dependent obviously) that you wish to discuss with us? We are happy to encourage our Canadians to travel to such events and would certainly be open to discussion on how we can help facilitate such ventures if USAWE wishes to do so.

Specifically, Leslie asked the Board to consider how we should proceed with International relationships, whether we should consider the formation of an International Committee, and the sharing of intellectual property.

The Board shared some thoughts on the matter, including the need to respect the role of the World Association for Working Equitation, in terms of being the international governing body



for the sport and not infringe on that. Leslie Martien, President, asked Rebecca Algar, R7 Director and Julie Alonzo, Secretary, to assist her in drafting a response to share with the Board.

Robin Bond, R2 Director, emphasized her personal support for allowing Canadian members to compete in USAWE competitions and be USAWE members. Trisha Kiefer-Reed, At-Large Director, indicated that she thinks that it's important that Canadian riders continue to be welcome at WE competitions here in the U.S.

Christy Reich, LOC Co-Chair, shared that the Canadians had requested permission to use the USAWE Licensed Officials program as a reference. Doreen Atkinson, LOC Co-Chair, indicated that she had told the WECAN Board that once it had been approved, the Licensed Officials program would be available on the USAWE website. Julie Alonzo, Secretary, indicated that she was supportive of collaborating with the WECAN Board whenever possible, and affirmed that it was important that the WECAN Board had approached the LOC to request permission, rather than simply making assumptions and taking something from the website without first being granted permission to do so. The Board discussed briefly, and although no formal vote was taken, there seemed to be agreement that collaborating with the WECAN Board in this area would be a good thing.

#### ***REGIONAL SHOW DISCUSSION***

President Leslie Martien asked the Board to consider whether USAWE could/should help support Regional Championships?

Alex Tyson, R5 Director, asked for clarification about the role of Show Manager and potential Conflict of Interest prohibitions.

Jeanne Bond, Rules Committee Chair, pointed out that Section 3.20 in the U.S. Rules for Working Equitation outline the different Conflict of Interest regulations.

Rebecca Algar, R7 Director, requested brochures to be able to distribute in her region to help increase awareness of the sport.

Robin Bond, R2 Director, requested a Regional Championship "logo" derivative to be able to be used at each of the Regional Championships. President Leslie Martien indicated that the Marketing Committee should be able to get something designed.

Robin Bond, R2 Director, suggested that providing additional incentives, in terms of points earned, for A-Rated or Regional Championships, might help give people a reason to pay the extra \$ to enter a Championship. President Leslie Martien indicated that she would bring this topic up at our next Board meeting.

President Leslie Martien adjourned the meeting at 7:39, Mountain Standard Time.

Minutes submitted by Julie Alonzo, USAWE Secretary