



USAWE Committees Working Meeting Minutes 4.26.2023



Meeting Date: Wednesday, April 26 2023

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

Meeting Frequency/Modality: 4th Wednesday each Month via Zoom

Agenda: Sent 4.20.2023 and posted to USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Committees folder by Secretary Kris Blacklock

Minutes: The 3.22.2023 Minutes were e-approved 3.25.2023 and posted to the USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Committees

NEXT MEETING: Wednesday, May 24, 2023

USAWE's Mission Statement: <i>Fostering a Supportive Community of Riders and Building a Strong Future for the Sport</i>						
Non-voting USAWE Committee and Task Force Chairs						
Affiliate Organizations	Kristine Strasburger	P		International Competition	Kellee Campbell	A
Awards	Bridgett Klingler	P		Licensed Officials (co-chairs)	Christy Reich	P
Coaches Network	Trisha Kiefer-Reed	A			Doreen Atkinson	P
Competitions	Jeanne Bond	P		Marketing and Promotion	Karen Boso	A
Elections	Biddie Lowry	P		Membership	Kate Steffes	P
Ethics	Dan Dahlke	P		Rules	Jeanne Bond	P
Financial Oversight (co-chairs)	Leesa Nero	A		Website	Kristine Strasburger	P
	Brittney Flowers	P		Youth Development	Kasey Riddle	P
Horse Recording	Mindy Finelli	A				
Board of Directors (BOD)			Regional Directors			
Executive Committee				Regional Director 1	Heather Humelbaugh	P
President	Chris Stanko	A		Regional Director 2	Katie Franklin	P
President Elect	Doreen Atkinson	P		Regional Director 3	Linda Frazier	P
Secretary	Kris Blacklock	P		Regional Director 4	Kiki Pantaze	P
Treasurer	Erin O'Shaughnessy	A		Regional Director 5	Becky Sherven	A
At Large Director 1	Robin Bond	P		Regional Director 6	Karen Miller	P
At Large Director 2	Stephanie Hayes	P		Regional Director 7	Rebecca Algar	P

Current # Committee Chairs = 17 | 12 Chairs in attendance | Current # Board of Directors = 13 | 10 BOD in attendance.

USAWE Members in attendance for all or part of the meeting: Adrienne Dymesich (Youth Development)

President Elect Doreen Atkinson called the meeting to order at 5:00 PM Pacific time.

Corporate

- **Members Only Portal – Website** - What features would you like to see? How can each committee use a 'members only' site? Membership recommended a place to join, change membership email, address, phone, etc. Send ideas to webadmin@usawe.org as this will be a May 10 Board meeting topic

USAWE COMMITTEES 'Open Mic' (listed in alpha order)

AFFILIATE ORGANIZATIONS (AO) – Kristine Strasburger reordered the [Affiliate Organizations](#) on website; each with their own page. Held Quarterly AO Networking Hour Monday April 24 with AO Leaders that featured an informal informative presentation on working cattle without cattle. Check out the [AO Resources](#) on the usawe.org website. AOs are growing steady (average 1 new AO per month); currently 59 recognized affiliate organizations. Plan to add committee members by the end of year.

AWARDS – Bridgett Klingler reported all 2022 year-end awards are distributed. Planning on a survey to 2022 award recipients. Plan to have 2023 awards and budget ready by end of 3rd Quarter. Committee is working smoothly. Ask show managers to ensure rider-horses are members and recorded; otherwise, it slows down post show result reporting. How are we allowing non-members to compete? Is there a non-member policy? Non-members can request a one-time show voucher. Membership Chair marks vouchers as Expired after the show date passes and marks voucher if member joined.



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Awards and Membership to review Voucher Program. Is there a limit as to how many times a non-member competes without being a member? Currently no.

COACHES NETWORK – Absent.

COMPETITIONS – Two new member added to committee and committee is up-to-speed. Able to fill slots based on set criteria for committee duties and posted a help wanted FB post on USAWE.

ELECTIONS – Biddie Lowry has no updates. Sufficiently staffed.

ETHICS – Dan Dahlke, all quiet.

FINANCIAL OVERSIGHT – Brittney Flowers working on policies/procedures. Follow up on ETA of tax return preparation so Board has 10 day review before submission.

HORSE RECORDINGS – Absent.

INTERNATIONAL COMPETITION TASK FORCE – Doreen Atkinson reported there are (2) youth interested in USAWE Team TryOut for the Youth/Young Rider WAVE Competition. Deadline June 15. Committee is discussing fundraising efforts. Estimated cost is \$15-20K. Rider must be at L6 minimum. Columbia is working on hosting an 'Americas Competition' in Columbia later this year.

7:47pm Bridgett Klinger left the meeting.

LICENSED OFFICIALS (LOC) – Christy Reich shared two items: LOC has EOH Seminar coming up mid-June in Woodstock IL. LO attendance is good; weak on membership participants. Asked if R5 Director and AOs in the area could promote and participate. [Seminar Information and Registration](#) is posted on the home page of the website. L5-L7 Travel Grant is available for rider-horse pairs interested in being considered for International Team. LOC is working on committee policies/procedures with committee member criteria. Volunteer help needed (cannot be LO, per Bylaws, as both of those positions are filled). Quite a few LO candidates in the pipeline.

MARKETING AND PROMOTION – Karen Boso unable to attend but provided the following emailed update: Dressage Illustrated Handbooks should be ready to ship shortly. Novice Book should be approved to ship 4/26/23. Dressage Illustrated has orders for the Novice book already. Advanced book is in review. Logo wear store up and running. I just received my order and product looks great. More items to be added going forward. Flyer ready to print - QR code currently points to website home page. Will be changed to unique landing page once that is ready. Three Trade Show Grant applications submitted and approved thus far. New Banners ready for print. Youth Committee Chair sitting in on Sunday's Marketing meeting to discuss promotion ideas. Doreen Atkinson reported a WE demo at Devon, PA (Sept 26-Oct 1) and podcast is planned.

MEMBERSHIP – Kate Steffes reported the committee now has 5 members and share the workload. 893 members as of 4/26/23. Is a lifetime membership being considered? Kate reported there are a few multi-year members (thru 2026). Looking to see what can be automated.

RULES – Jeanne Bond indicate no update.

WEBSITE – Kristine Strasburger reported testing the new word 'Search' feature. Currently in a trial period. Please try it out, provide feedback and report any issues to webadmin@usawe.org. Recommended a subject index search.

YOUTH DEVELOPMENT – Kasey Riddle reported added new committee members and now a committee of (8) that includes (1) youth member. Held first meeting; planning a budget, brainstorming ideas (contests, fundraising, grants, social media account for youth) and committee policies/procedures. Identified major issue is youth rider show expenses. Established a 'Youth Development Fund'. Communication (fliers) with 4-H, Pony Clubs and Lesson Barns that tie in WE Coach and Licensed Officials. Considering a Youth Only Extravaganza Show. Youth Championship Show Scholarship program has \$6700. Recruitment...Training...Retention. Is it possible to consider donating \$ from annual membership to youth?

President Elect Doreen Atkinson adjourned the meeting at 6:34 PM Pacific Time.

Minutes submitted by Kris Blacklock, USAWE Secretary