



# USAWE Committees Working Meeting Minutes



**Meeting Date:** Wednesday, July 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:** 4<sup>th</sup> Wednesday each Month via Zoom

**Agenda:** Sent 7.22.23 and posted to USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Committees folder by Secretary Kris Blacklock

**Minutes:** No meeting in June. The July 26, 2023 meeting minutes were e-approved 8.4.2023 and posted to the USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Committees

**NEXT MEETING:** August 23, 2023 5:00 PM Pacific via Zoom.

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	Kimberly Hillyer	P		Marketing and Promotion	Amie Perryman	P
Elections	Biddie Lowry	P		Membership	Kate Steffes	P
Ethics	Dan Dahlke	P		Rules	Jeanne Bond	P
Financial Oversight	Brittany Flowers	P		Website	Kristine Strasburger	P
Horse Recording	Mindy Finelli	A		Youth Development	Kasey Riddle	P
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	A
Secretary	Kris Blacklock <i>Excused</i>	A		Regional Director 4	Kiki Pantaze	P
Treasurer	Leesa Nero	P		Regional Director 5	Becky Sherven	A
At Large Director 1	Robin Bond	A		Regional Director 6	Karen Miller	P
At Large Director 2	Stephanie Hayes	P		Regional Director 7	Rebecca Algar <i>Excused</i>	A

Current # Committee Chairs = 16 | 13 Chairs in attendance | Current # Board of Directors = 13 | 7 BOD in attendance.

**USAWE Committee Members in attendance for all or part of the meeting:** Julie Alonzo

**President Elect Doreen Atkinson called the meeting to order at 5:05 PM Pacific time.**

### Discussion Topics

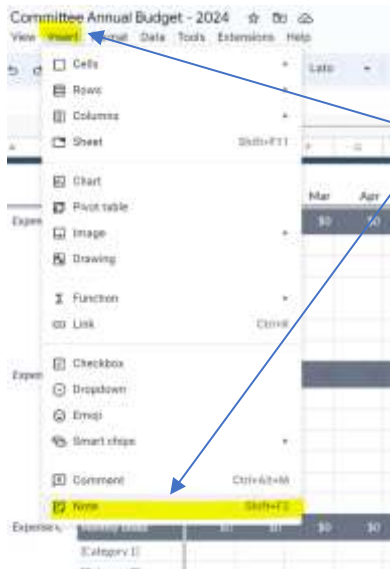
- 2024 Committee Budget (see Budget template in your committee's G-Drive > Budget folder) – *Leesa Nero, Treasurer*
  - *Option 1* = Add to Chart of Accounts income and expense categories by Committee and/or Events/Functions. With this option the results will show up in the Actuals of the QB Budget report (line item by line item) if there has been any activity during the time frame of the report.
  - *Option 2* = Continue to use Classes when identifying what the income and/or expenses are for providing the BOD and Committees with a list of the Classes for them to use when filling out Expenditure Reimbursable Forms. With this option reports can be generated in QB, and presented with the monthly BOD reports, for them to view how the Classes breakdown.



### Budget

Each Committee has a Budget folder with their corporate G-Drive committee folder. Look for and update the *2024 Budget - [Committee Name]* excel file. A Budget template is also available for subsequent future annual budgets.

Leesa Nero reviewed the new budget template (recommended by Christy Reich). For consistency across all committees and the organization, please use this template to create a 2024 budget (income and expenses) based on your committee's historical information and projected activities/events in 2024. Not all committees have income, not all committees have expenses. Please notify [treasurer@usawe.org](mailto:treasurer@usawe.org) if you will have a 2024 budget (or not).



**By November 1<sup>st</sup>**, Committee Chairs please email [Treasurer@usawe.org](mailto:Treasurer@usawe.org) how you wish financial reports formatted (chart of accounts or classes) for your committee's 2024 Budget (or notify Treasurer that you don't have any income/expenses for 2024).

Feel free to make notes within your committee's budget by inserting a 'Note' within the cell(s) using 'Insert' 'Note'.

**By the August 23<sup>rd</sup> Committees Working Session**, Committee Chairs review the QuickBooks Product Service List, Classes and Chart of Accounts to see how you want your committee's budget, income and expenses setup in QuickBooks. Determine if your committee will use a Class List? A Product/Service List? A Chart of Accounts (specific #'s)? Or a combo of both? Please contact Leesa Nero if you have any questions.

### Current Class List

## USA Working Equitation

### Class List

FULL NAME
Admin
Clinic/Seminar
International Travel Grant
Licensed Officials
Membership
Product Sales
Restricted Use Funds
Year End Awards
Zone Show



## USAWE Committees Working Meeting Minutes



### CurrentProduct/Service List

## USA Working Equitation

### Product/Service List

NAME	PRODUCT/SERVICE TYPE	DESCRIPTION	SALES PRICE	DELETED	CLASS
Affiliate Organization	Service	Affiliate Organization Dues	\$50.00	No	Membership
Appeal/Complaint Fee	Service	--	\$100.00	No	Admin
Award Fee	Service	Misc Fees related to Awards	--	No	Year End Awards
Banner Order	Non-inventory	Banners Procured for Pass Through Sale to Customers	--	No	Admin
Breed High Point Sponsor	Service	--	\$40.00	No	Year End Awards
Coaches Network Application Fee	Service	Coaches Network etc	\$150.00	No	Admin
Coaches Network Renewal Fee	Service	Coaches Network Renewal Fee	\$75.00	No	Admin
Contributions - Business	Service	--	--	No	Admin
Contributions - Individual	Service	Contributions - Individual	--	No	Admin
Donation - Individual	Service	Charitable Donation from an Individual	--	No	Admin
Horse Recording	Service	Horse Recording	\$20.00	No	Membership
Intent to Pursue L Judge License	Service	Intent to Pursue L Judge License	\$25.00	No	Licensed Officials
Intent to Pursue TD license	Service	Intent to Pursue TD license	\$25.00	No	Licensed Officials
International Guest Judge	Service	International Guest Judge	\$25.00	No	Licensed Officials
Judge Calibration	Service	--	\$50.00	No	Licensed Officials
Judge License Renewal	Service	Judge License Renewal	\$50.00	No	Admin
Judge Seminar	Service	Judge Seminar	\$50.00	No	Licensed Officials
L Judge License	Service	--	--	No	Licensed Officials
Licensed Official	Service	Fee for Licensed Officials	\$50.00	No	Licensed Officials
LO License Application	Service	Licensed Official License Application	\$50.00	No	Licensed Officials
Membership	Service	Individual Membership	\$45.00	No	Membership
Non-Member Fee	Service	Fees for Non Members Participating in Shows	--	No	Admin
option name test	Service	test 3/18/23	\$0.25	No	Admin
PayPal Fees	Service	PayPal Fees for Money Received	--	No	--
PayPal Line Discount	Service	--	--	No	Admin
PayPal Sales	Service	--	--	No	--
Product Purchase	Non-inventory	Product cost collected on 3rd party merchandise sales	--	No	Product Sales
Product Sales Tax	Non-inventory	Sales tax collected on 3rd party merchandise	--	No	Product Sales
Product Shipping	Non-inventory	Shipping charges collected on 3rd party merchandise	--	No	Product Sales
Promotion to Higher Level Judge	Service	Promotion to Higher Level Judge	\$50.00	No	Licensed Officials
Registration - A	Service	Clinic Registration - Auditor	\$50.00	No	Clinic/Seminar
Registration - C	Service	Clinic Registration - Classroom	\$300.00	No	Clinic/Seminar
Registration - F	Service	Clinic Registration - Full	\$400.00	No	Clinic/Seminar
Registration Fee	Service	Clinics/Seminars	--	No	Clinic/Seminar
Shadow a Judge Remotely	Service	Shadow a Judge Remotely	\$20.00	No	Licensed Officials
Shadow a Judge Via Video	Service	Shadow Judging	\$20.00	No	Licensed Officials
Show Licensing Fee	Service	--	\$2.00	No	Admin
Silent Judging	Service	Silent Judging	\$50.00	No	Licensed Officials
Technical Delegate	Service	License Fee for TD	\$50.00	No	Licensed Officials

USA Working Equitation – Chart of Accounts

2023 Possible Proposed Changes (v1)

Text in "black" represent existing Chart of Accounts Numbers and Names  
Text in "red" represents possible changes to review and discuss.

Chart of accounts

Number	Name	Account type
1000	1000 US Bank Checking 1 (Is this the E-Commerce Account only?)	Bank
1001	1001 Restricted Funds (Hide this account as not needed, see below)	Bank
1010	1010 US Bank Checking 2 (Is this the account with paper checks?)	Bank
1015	1015 US Bank Savings – Restricted Funds	Bank
1020	1020 US Bank Money Market	Bank
1100	1100 PayPal Bank	Bank
	Accounts Receivable (A/R)	Accounts recei
	Inventory Asset	Other Current
	Uncategorized Asset	Other Current
	Undeposited Funds	Other Current
2000	2000 Accounts Payable (A/P)	Accounts paya
2030	2030 US Bank CC 8766	Credit Card
2010	2010 Sales Tax Payable	Other Current
2020	2020 Suspense	Other Current
3000	3000 Opening Balance Equity	Equity
3100	3100 Equity	Equity
3120	3120 Owner's Investment	Equity
3130	3130 Retained Earnings	Equity
4000	4000 Non-Profit Income	Income
4100	4100 Membership Dues	Income
	4101 Adult Dues	Income
	4102 Youth Dues	Income
4105	4105 Affiliate Organizations Dues	Income

Number	Name	Account type
4110	4110 Horse Recording	Income
4120	4120 Contributions - Individuals	Income
4130	4130 Contributions - Corp/Business	Income
4131	4131 Advertising Income (Advertising Income)	Income
4140	4140 Program Income (Now Classed as Show License Fees, LO Fees, Coaches Network and Year End Awards)	Income
4150	4150 Show Income (No description)	Income
4160	4160 Education Income - Clinics/Seminars (needs clarifying)	Income
4180	4180 Ethics Appeals	Income
4199	4199 Non-Profit Income (Misc. income)	Income
4200	4200 Interest Income	Income
4210	4210 Sales of Product Income (3 <sup>rd</sup> party merchandise sales)	Income
	Billable Expense Income (Sales of Product Income)	Income
	PayPal Sales (Sales of Product Income)	Income
	Unapplied Cash Payment Income	Income
	Uncategorized Income (Sales of Product Income)	Income
5310	5310 Cost of Products Sold (COGS 3 <sup>rd</sup> party merchandise sales)	Cost of Goods
5315	5315 Shipping, Freight & Delivery - COGS	Cost of Goods
5320	5320 Sales Support (Supplies & materials cost of goods sold)	Cost of Goods
	Cost of Goods Sold	Cost of Goods
5000	5000 Operating Expenses	Expenses
5010	5010 Advertising & Marketing (Marketing & Promotions)	Expenses
5015	5015 Affiliate Organizations (Membership allotments)	Expenses
5020	5020 Awards (Flagged to review w/ accountant) (Description???)	Expenses
5030	5030 Bank Charges & Fees (Bank & credit card fees)	Expenses
5035	5035 Coaches Network	Expenses
5040	5040 Education Expense - Clinics/Seminars (Reclassify these Entries to another account & make this Competitions)	Expenses
5050	5050 Contract Services (Advertising/Promotional right now)	Expenses
5060	5060 Dues & Subscriptions (Gira, Google, QuickBooks, PayPal)	Expenses
5065	5065 Elections	Expenses

Number	Name	Account type
5070	5070 Ethics Appeals (refunded if find in favor of defendant?)	Expenses
5080	5080 Facility Rental (Change number to 5075)	Expenses
5080	5080 Financial Oversight	Expenses
5085	5085 Horse Recording	Expenses
5087	5087 International	Expenses
5090	5090 Insurance	Expenses
5091	5091 Insurance for Liability, Shows, D&O's	Expenses
5092	5092 Insurance for LO's & TD's	Expenses
5100	5100 Interest Expense	Expenses
5110	5110 Legal & Professional (Attorneys & CPA fees)	Expenses
5115	5115 Licensed Officials	Expenses
5120	5120 Licenses/Permits	Expenses
5130	5130 Membership Expense	Expenses
5140	5140 Office Expense (Office, kitchen, bathroom supplies)	Expenses
5150	5150 PayPal Fees	Expenses
5160	5160 Postage & Delivery	Expenses
5165	5165 Rules	Expenses
5180	5180 Show Expenses	Expenses
5190	5190 Supplies – Events (Training & conferences)	Expenses
5200	5200 Taxes	Expenses
5210	5210 Travel (Business travel, hotels, tips, not meals)	Expenses
5220	5220 Website/Internet	Expenses
5225	5225 Youth Development	Expenses
5300	5300 Reimbursable Expenses (To be paid back)	Expenses
5400	5400 Contributions to Non-Profit Entities (No description)	Expenses
5410	5410 Contribution/Grant to Entities (No description)	Expenses
5420	5420 Contributions for Youth Scholarship (Restricted Funds)	Expenses
	Unapplied Cash Bill Payment Expense	Expenses
	Uncategorized Expense	Expenses
4300	4300 Other Ordinary Income	Other Income
4310	4310 Appeal Fee (Written Appeal Fee) <b>Reclass &amp; move to Ethics above?</b>	Other Income
Number	Name	Account type
99	99 Undistributed - Temporary	Other Expense
	Reconciliation Discrepancies	Other Expense



## USAWE Committees Working Meeting Minutes



- Ways to increase income revenue to support committee programs – *All*
  - Each committee to determine if your committee generates income and if/how it could be increased. Bring ideas to the August board meeting.
- **2024 Strategic Planning** – save the date – for an in-person Board of Directors and Committee Chairs meeting January 11-14, 2024 in Dallas/Fort Worth to determine short-term and long-term goals of our organization.

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**USAWE COMMITTEES ‘Open Mic’** (updates provided in reverse order; minutes listed in alpha order)

**AFFILIATE ORGANIZATIONS (AO)** – Kristine Strasburger reported a 3rd quarterly AO virtual meeting was held July 24th; well received and new AOs attended.

**AWARDS** – Bridgett Klingler left the meeting before providing a committee report. Aimee Perryman boosted the social media reminder to complete the Leaderboard Awards questionnaire.

**COACHES NETWORK** – Trisha Kiefer-Reed absent. Committee member Julie Alonzo reported (3) new coaches – Kimberlee Barker (R1), Rose Watt (R6) and Judy Mackenzie (R2). Waiting for post-LOC EOH Seminar videos to be released. Jeanne Bond recommended annual Coaches rules testing (currently Coaches Network rules testing is every two years). Doreen Atkinson asked if the committee would consider educating coaches; Julie recommended creating an Educational Committee to create curriculum, coordinate, archive and make vetted content available to all committees, licensed officials and membership.

**COMPETITIONS** – Kim Hillyer reported starting taking applications for 2024 licensed shows. Committee currently has one bid for the Eastern Zone Championship in 2024. BOD to determine Regional vs Zone Championships at August BOD meeting.

**ELECTIONS** – Biddie Lowry reported committee will start gearing up and will have a news article for August newsletter.

**ETHICS** – Dan Dahlke reported no activity.

**FINANCIAL OVERSIGHT** – No report.

**HORSE RECORDINGS** – Absent.

**INTERNATIONAL COMPETITION TASK FORCE** – Doreen Atkinson reported committee is planning on L5-L7 travel grants for (3) clinics in 2024 for International Development Team. First clinic is being scheduled in Texas the last weekend in January.

**LICENSED OFFICIALS (LOC)** – Christy Reich reported that there will be a licensed official dress code; recommend USAWE branded attire. The June EOH LOC Seminar was well attended and received.

**MARKETING AND PROMOTION** – Jeanne Bond asked about USAWE branded attire. Amie Perryman shared that the committee is re-org’ing and determining a new meeting date/time. The online store doesn’t cost anything, doesn’t generate income. Committee is seeking a better solution to on-demand items. Dressage Illustrated iPhone app is currently in beta testing; should be ready in 30 days. Working on social media and marketing/membership campaigns. Committee Chairs asked to send posts to share to [marketing@usawe.org](mailto:marketing@usawe.org) Marketing and Promotion asked to promote all (3) Zone Championship dates.

Kasey Riddle reminded any on-line store and Dressage Illustrated after expense income to benefit Youth Development. Biddie Lowry asked where on the usawe.org website is there a ‘Donate’ button on the home page. Kristine Strasburger indicated there is a *Youth Development Fund Donation* button on the *Membership* page and *Youth Scholarship* page. Biddie Lowry recommended adding a ‘Donate to USAWE general fund’ to the usawe.org home page. Aime Perryman recommended adding donation(s) to the footer navigation links.

11/23/2021	BOD	Designate 100% of the profits generated by the sale of products in the USAWE shop to the USAWE Youth Development Program, to be overseen and managed by the Youth Development Committee.
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**Individual Junior Membership is FREE!** Junior Membership is available for ages 17 years and under as of the start of the competition/membership year – Jan. 1. **Junior members are eligible to:**

- serve on committees
- be recognized on the regional and national Leaderboard
- earn Lifetime Rider Medals
- compete for the annual high-point breed performance awards
- compete for the High Point Youth award

[Donate to the USAWE Youth Development Fund](#)

**MEMBERSHIP** – Kate Steffes reported that the committee noticed a membership and voucher surge (30 vouchers in 2023 to date; however, the voucher program is not resulting in new memberships). Committee discussing when is best time for next year’s membership renewal date (i.e., November 1<sup>st</sup>? December 1<sup>st</sup>? January 1<sup>st</sup>?). Last year, the next year’s renewal started October 15<sup>th</sup>. September 14<sup>th</sup> is the last date to join if you wish to run for a seat on the board. October 10<sup>th</sup> is the last date to join if you wish to vote in this year’s election.

**RULES** – Jeanne Bond announced the rule revision proposal deadline has changed to September 1<sup>st</sup> due to competition year changing to calendar year (Jan 1 thru Dec 31). Doreen Atkinson asked if proposal submissions receive a response. Jeanne responded due to the number of submissions it is not feasible to respond to each individual proposal. Feel free to contact [rules@usawe.org](mailto:rules@usawe.org) if you have specific questions.

**WEBSITE** – Kristine Strasburger reported the website will be soliciting new website photographs during 4<sup>th</sup> Quarter 2023 for a January 1<sup>st</sup> launch date; photos to be rotated annually, tag rider-horse and professional photographer credits.

**YOUTH DEVELOPMENT** – Kasey Riddle reported that the committee is accepting Zone Championship Scholarships. Eleven applicants to date. Anticipate funds being depleted after this year’s zone shows. Working on fundraising. Asked for application guidelines for Educational Grant Program for youth to attend a working equitation clinic or licensed show (i.e., youth has competed in a USAWE schooling or licensed show, letter of reference, ‘sweat equity’ volunteer hours during a clinic or show, thank you note and/or news article of their experience and to have rider and horse in show attire for clinic or show. Email [youth@usawe.org](mailto:youth@usawe.org) with additional thoughts on grant application guidelines. After the event, should the grant pay the clinic/show organizer? Reimburse Parent or Youth after attending the event and evidence of volunteerism. Include a declaration that the applicant understands the grant is for youth of financial need. Brittney Flowers indicated there is a form on the non-profit organization’s annual 990 tax return to indicate scholarships paid.

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**President Elect Doreen Atkinson adjourned the meeting at 6:48 PM Pacific Time.**

Minutes submitted July 31, 2023 by Kris Blacklock, Secretary absent due to death in family(based on zoom recording).