

USAWE Board of Directors (BOD) Meeting Minutes

Meeting Date: Wednesday, 07.08.2026

Meeting Time: 4:00 p.m. Pacific, 5:00 p.m. Mountain, 6:00 p.m. Central, 7:00 p.m. Eastern

Meeting Frequency/Modality: 2nd Wednesday each Month held virtually via Zoom

Agenda: Sent 7.6.2026 and posted to USAWE.org > Corporate > Records > Meeting Minutes > Elected Board Minutes and filed in USAWE G-Drive > Board of Directors (BOD) > Board Meetings folder

Minutes: 6.10.2026 Minutes were e-approved by the BOD and posted to the USAWE.org > Corporate > Records > Meeting Minutes > Elected Board Minutes and filed in USAWE G-Drive > Board of Directors

NEXT BOD MEETING – 8.12.2026, virtually via Zoom. Submit Agenda items using the online [Board Agenda Item Request Form](#) located on the usawe.org website > Corporate > Records page.

Board of Directors		Attendance at Roll Call		
Executive Committee		Present	Present After Roll Call	Absent
President	Robin Bond	X		
Vice President	Glynnna Hoekstra	X		
Secretary	Julie Alonzo	X		
Treasurer	Leesa Nero	X		
At Large Director 1	Amy Star		X (joined at 5:02)	
At Large Director 2	Holly Linz	X		
Regional Directors				
R1 Director	Chesna Barry	X		
R2 Director	Jerry Beatty		X	
R3 Director	Cyndi Harris		X	
R4 Director	Kiki Pantaze	X		
R5 Director	Sara Barnwell	X		
R6 Director	Rebecca Stankiewicz Gabel	X		
R7 Director	Maria Blackstone	X		

Current # of Board members = 13 | 7 BOD members required for Quorum.

BOD members in attendance at roll call = 10 | Quorum was established | BOD Meeting Attendance Log was updated.

Excused = notified Secretary and President in advance director (or chair) was unable to attend meeting.

Non-Voting USAWE Committee Chairs in attendance for all or part of the meeting					
Affiliate Organizations	Stephanie Dobiss		Licensed Officials	Christy Reich	X
Awards	TBA		Marketing and Promotion	Mary Young	X
Competitions	Laurie Ridgeway		Membership	Tracey Erway	
Elections	Derrick Richardson	X	Professional Development	Beth Harrison	X
Ethics	Dan Dahlke	X	Rules	Amy Star	X
Financial Oversight	Rita Edman		Website	Tracey Erway	
Horse Recording	Mindy Finelli		Youth Development	Kasey Riddle	
International Competition	Barbara Price	X			
Volunteer Coordinator	Emily Osborne	X			
Task Force Leads in attendance for all or part of the meeting					
Bylaw Review	After P&P reviews		Strategic Planning	Tracey Erway	

Current # of Committee Chairs/Task Force Leads = 13; 8 in attendance.

Additional USAWE Members in attendance for all or part of the meeting: Audrey Rapp, newsletter editor

Call to Order: President Robin Bond called the meeting to order at 4:04 PM Pacific time.

ANNOUNCEMENTS

- Newsletter submissions are due July 15, 2026.



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- Reminder: Committee Chairs, please check the website and contact website@usawe.org with any updates / corrections needed. The Website Chair depends on every committee to provide accurate content.

TREASURER'S REPORT

In advance of the meeting, Treasurer Leesa Nero had provided the Board with a financial report.



USAWE TREASURERS REPORT Report for July 8, 2026 Board of Directors Meeting



Cash Assets as of June 30, 2026 are as follows:

• Chase Bank Checking.....	\$	35,287.14	
• Chase Bank Savings.....	\$	20,250.51	
• Chase Bank CD #1 Capital Reserves.....	\$	107,603.40 (1)	Matures 10.13.26 Interest + \$209.11
• Chase Bank CD #2 Emergency Reserves...	\$	68,035.59 (1)	Matures 09.10.26 Interest + \$321.81
	\$	231,176.64 (2)	

Previous Months Cash Funds Reported:

December 31, 2025	= \$ 204,538.47	July 31, 2026	= \$
January 31, 2026	= \$ 222,719.55	August 31, 2026	= \$
February 28, 2026	= \$ 236,976.06	September 30, 2026	= \$
March 31, 2026	= \$ 243,061.13	October 31, 2026	= \$
April 30, 2026	= \$ 231,008.63	November 30, 2026	= \$
May 31, 2026	= \$ 229,466.74	December 31, 2026	= \$
June 30, 2026	= \$ 231,176.64	January 31, 2027	= \$

NOTE = Due to submitting these reports in time for each BOD Meeting Agenda, cash on hand and any additional financial reports (quarterly), are based on the latest monthly reconciled bank statement.

- (1) Chase CDs are earning interest on the matured CD totals. They do not create monthly bank statements for reconciliation for these accounts. The interest earned to date will not show in QuickBooks, or the above cash on hand amounts, until after the maturity date noted to the side.
- (2) Th U.S. Bank Credit Card shows a current balance of \$1,770.55 for June MailChimp, Bannerbuzz, NameBadge, Intuit Annual Subscription and Findjoo services, which will be paid by July 24, 2026.

Reports:

2026 Actuals vs. Budget for Month of June

2026 Actuals vs. Budget for January through June

Respectfully submitted,
Leesa Nero, Treasurer

JULIE ALONZO, SECRETARY, made a motion; KIKI PANTAZE, R4 DIRECTOR, seconded

Motion #1: Accept the 07.08.26 Treasurer's Report, as submitted by Treasurer Leesa Nero.

→ **Motion passed by voice vote with 10 in favor (A), 0 opposed, 0 abstained, 0 recused, 3 absent.**

Director	Vote	Director	Vote
R1 Director – Chesna Barry	A	At Large Director 1 – Amy Star	Absent
R2 Director – Jerry Beatty	Absent	At Large Director 2 – Holly Linz	A

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R3 Director – Cyndi Harris	Absent	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	Vice President – Glynna Hoekstra	A
R6 Director – Rebecca Stankiewicz Gabel	A	President – Robin Bond	A
R7 Director – Maria Blackstone	A		

PHOTOGRAPHER FOR WORLD CHAMPIONSHIPS

Robin Bond, President, shared information from WAVE about the allowance for one photographer to be authorized to have official barn access at the World Championships.

Glynna Hoekstra, VP, suggested that the IC and/or the Marketing Committee could be assigned the task of selecting the photographer for the World Championships.

Chesna Barry, R1 Director, suggested that the Board clarify expectations for what the photographer will be expected to deliver to the organization, and asked if there is budget for this.

Barbara Price, International Committee Chair, indicated that the facility might have strict policies related to media credentials. Any photographers might need to apply directly to the facility for press credentials.

Leesa Nero, Treasurer, indicated that the Board has not budgeted any \$ for photographer expenses.

Julie Alonzo, Secretary, suggested that Marketing provide a Request for Proposal to select bids from photographers interested in serving in this function. Part of our RfP should include the criteria that potential photographers must apply through the venue for press credentials. She suggested that the Board allocate some \$ toward providing support to the photographer.

Mary Young, Marketing Chair, indicated that she would be happy to gather proposals from potential photographers and would like to have the International Committee participate in the selection process.

Chesna Barry, R1 Director, was in favor of allocating some budget \$, with the understanding that the photographer would give USAWE photographs and permission to use them for our own purposes.

Barbara Price, IC Chair, reminded the group that WAVE and the Real Escuela need to approve the press credentials.

Robin Bond, President, indicated that she thought the credential to authorize a photographer to be in the barn area is likely different than permissions to photograph the public part of the event.

Rebecca, R6 Director, suggested that the budget / contract with the photographer be written such that ownership of the photos / videos be granted to USAWE.

LEESA NERO, TREASURER, made a motion; JULIE ALONZO, SECRETARY, seconded

Motion #2: Add \$3000 to the Marketing Expense budget to pay a professional photographer/videographer for providing USAWE with photos/videos from the 2026 World Championships.

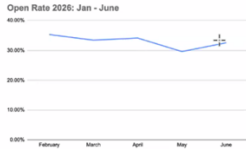
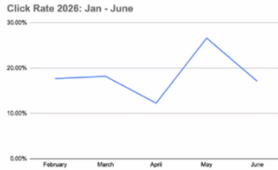
→ **Motion passed by voice vote with 10 in favor (A), 0 opposed, 0 abstained, 0 recused, 3 absent.**

Director	Vote	Director	Vote
R1 Director – Chesna Barry	A	At Large Director 1 – Amy Star	Absent
R2 Director – Jerry Beatty	Absent	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	Absent	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	Vice President – Glynna Hoekstra	A
R6 Director – Rebecca Stankiewicz Gabel	A	President – Robin Bond	A
R7 Director – Maria Blackstone	A		

REPORT FROM NEWSLETTER EDITOR

Audrey Rapp, Newsletter Editor, provided a report to the Board. The metrics show a slight decrease in both open rates and “click throughs” over the past few years. Audrey has been checking for “bounced” emails, and it doesn’t appear this is the issue with the MailChimp service.

Please see the table of slides from her report on the next page.

2026 Metrics – Open Rates Overall Trend - A general decrease in open rates was observed throughout the first half of the year. - Feedback indicates subscriber fatigue, specifically regarding repetitive monthly topics and overly spaced-out delivery schedules.  1	Open Rate Jan. – Jun.  2
2026 Metrics – Click Through Rates Overall Trend - Inconsistent click-through rates observed throughout the first half of the year. - Uptick in show entries, show results, and links to website.  3	Click Rate Jan. – Jun.  4
TAKEAWAYS 01 Call to Actions (CTA's) Large improvement from last year, more click-through rates are occurring for committees. Used to only be regions and rule changes. 02 Graphics are Important Increase in the click rate when a graphic is attached to a specific article. 03 International Look Increase viewership from Canada and Germany 5	PAIN POINTS 01 Traction From 2024, when the first metrics were recorded to now, there has been a decrease in viewership and engagement with the newsletter. The ratio of members to open rate is decreasing. 02 Loss of Interest There hasn't been a huge decrease in unsubscribe rates; however, with the concern of a low interest rate, we are losing value in the newsletter. 03 Length of Newsletters So many different moving parts to USAWE and many things we want to announce! But are we losing interest because the content is too long? 6
MOVING FORWARD  MORE CTA'S Call to actions to YouTube Channel, Facebook, Storefront  The Follow Through Initial engagement of a touchpoint only goes so far. Need to follow up with committees to see if engagement is sustainable.  Repurposing Information Utilization of all of our marketing channels, not just posting one story on the newsletter, but sharing it on Facebook and other socials 7	

Julie Alonzo, Secretary, suggested embedding some sort of member action (survey items, feedback on something) with the newsletters to try to get people involved.

Chesna Barry, R1 Director, suggested that we might solicit nominations from members from different regions to nominate a member for a spotlight.

Barbara Price, International Committee Chair, suggested surveying the membership on what they most want to read about.

Holly Linz, At-Large Director 2, suggested that the Educational Digest could be shared by Audrey via MailChimp. The Educational Digest will include a member spotlight.

Julie Alonzo, Secretary, suggested that the Educational Digest be scheduled so that it doesn't come too quickly after a newsletter because members are not likely to differentiate between educational digests and newsletters

Perhaps make the newsletter available to the public, not just members. (share on social media whenever the newsletter is published).

GLYNNA HOEKSTRA, VICE PRESIDENT, made a motion; HOLLY LINZ, AT-LARGE DIRECTOR 2, seconded

Motion #3: Publish the Educational Digest via MailChimp, with follow up publishing via the website.

→ **Motion passed by voice vote with 10 in favor (A), 0 opposed, 0 abstained, 0 recused, 3 absent.**

Director	Vote	Director	Vote
R1 Director – Chesna Barry	A	At Large Director 1 – Amy Star	Absent
R2 Director – Jerry Beatty	Absent	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	Absent	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	Vice President – Glynna Hoekstra	A
R6 Director – Rebecca Stankiewicz Gabel	A	President – Robin Bond	A
R7 Director – Maria Blackstone	A		

EMAIL-RELATED ISSUES FROM SOME OTHER EMAIL SERVICES

Robin shared that Chesna Barry (R1 Director) and Leesa Nero (Treasurer) are working on trying to figure out why @usawe.org email addresses are not going through on some other email services. (particularly @yahoo.com and @aol.com). Tracey Erway (Website Chair) is also working with Chesna and Leesa on this.

COMMITTEE REPORTS FOR THE BOARD

Glynna is working with each committee chair to provide a report for the Board (similar to the one provided by Audrey Rapp, for the newsletter, today. The request is that committees do some analyses of year over year changes relevant to their particular committee.

LOC UPDATE

Christy Reich, LOC Chair, reported that the LOC has finished their review of a potential new member of the LOC. They would like to add Marie Maloney, r judge from Kansas, to the LOC.

SARA BARNWELL, R5 DIRECTOR, made a motion; JULIE ALONZO, SECRETARY, seconded

Motion #5: Appoint Marie Maloney, “r” judge to the LOC, effective immediately.

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→ **Motion passed by voice vote with 11 in favor (A), 0 opposed, 0 abstained, 0 recused, 2 absent.**

Director	Vote	Director	Vote
R1 Director – Chesna Barry	A	At Large Director 1 – Amy Star	A
R2 Director – Jerry Beatty	Absent	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	Absent	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	Vice President – Glynna Hoekstra	A
R6 Director – Rebecca Stankiewicz Gabel	A	President – Robin Bond	A
R7 Director – Maria Blackstone	A		

EXECUTIVE SESSION

The Board went into Executive Session at 5:12 PM.

During the Executive Session, the Board discussed three items that had been called to their attention. No actions were taken during executive session.

The Board went back into regular session at 5:53 PM Pacific.

ENSURING COVERAGE FOR THE ORGANIZATION DURING THE WORLD CHAMPIONSHIP

The Board discussed how best to meet organizational needs during the next few months, leading up to the World Championships. Board members indicated their willingness to step up and assist if help is needed. Robin will share a message via the newsletter so members know that we have a plan to cover work over the next few months.

In addition, the group agreed that the September Board meeting should be cancelled because the majority of the Board will be actively participating in some role at the 2026 World Championships on the date that our Board meeting would normally be taking place and there is nothing urgent on the calendar for the organization.

JULIE ALONZO, SECRETARY, made a motion; AMY STAR, AT LARGE DIRECTOR 1, seconded

Motion #6: Cancel the September 2026 Board meeting.

→ **Motion passed by voice vote with 11 in favor (A), 0 opposed, 0 abstained, 0 recused, 2 absent.**

Director	Vote	Director	Vote
R1 Director – Chesna Barry	A	At Large Director 1 – Amy Star	A
R2 Director – Jerry Beatty	Absent	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	Absent	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	Vice President – Glynna Hoekstra	A
R6 Director – Rebecca Stankiewicz Gabel	A	President – Robin Bond	A
R7 Director – Maria Blackstone	A		

The Board meeting was adjourned at 5:54 PM, Pacific.

Minutes submitted by USAWE Secretary Julie Alonzo

The next Board meeting will be August 12, at 4:00 pm Pacific.