

**Oregon Dressage Society Board Meeting**  
**Saturday, August 18, 2012**  
**Holiday Inn, Springfield, Oregon**

**Present:** Rose Newman, President; Gaye McCabe, President-Elect; Ed Miller, Past President; Chris Main, Treasurer; Claire Evans, Secretary; Corinne Stonier, Executive Director; Rachel Merusi, Marsha Williams, Carolyn Wesolek

**1. Meeting Called to Order**

Rose called the meeting to order at 10:05 am.

**a) Announcements:**

Candidates for the Region 6 Director position were not present for introductions, but both Peter Rothschild and Donna Longacre will join the meeting later by telecommunications. Later, Rose noted, a discussion should take place on how the ODS board should vote for regional director, whether individually or en bloc. Chris noted that delegates to the national convention vote for regional directors, so today the candidates simply were presenting themselves to the ODS Board. How to take a position could be discussed before the vote at the convention.

**2. Approval of last meeting's minutes**

**Motion:** Ed moved that the minutes of the Board's conference call of Monday, May 21, 2012 be approved; Carolyn seconded. The Board approved the minutes by voice vote.

**3. Report on Motions/Votes held online between meetings**

Corinne remarked that Oregon statutes require that 100% of a non-profit board's membership participate in any online vote for the decision to be effective. There was a quorum but not 100% participation for the May 31, 2012 vote regarding allowing an exception to the broadcast email rule for an event.

**a) Broadcast Email Exception**

**Motion:** Gaye moved that the Board officially allow an exception to the broadcast email rule for the Gladstone event; Carolyn seconded; the motion passed by voice vote.

All of the other online votes received 100% participation:

b) Indication of support for Wallace Bridge project passed.

c) Regional show awards fee exception passed for this year, so ODS members need not pay (until new USEF rules comes into force on December 1, 2012).

d) Gerd Heuschmann Symposium did not pass by online vote.

**4. Adoption of Agenda**

Rachel wished to add an item under New Business about the Klamath Falls Chapter (28). Corinne was asked by Joyce Stride to discuss a matter relative to the Mary Ann Judkins Award (29). Chris offered to provide an update on his research to find a document management system (19). Ed will report on planning for the annual awards banquet (20).

**Motion:** Claire moved that the agenda as amended be approved; Chris seconded. The motion passed by voice vote.

**5. Financial Report - Chris Main**

The necessary financial consolidation of accounts was not possible this week due to technical problems with QuickBooks and double entry of some items, which Chris assured will be remedied within the week. These adjustments will result in an improved net position. Chris will distribute his final report to the Board by email, apologized for the delay, but affirmed that there are no surprises, simply the desire for an accurate report.

**6. Executive Director Report - Corinne Stonier**

As she thanked the present Board members for attending this meeting, Corinne noted that reaching a quorum is increasingly a challenge for the quarterly ODS Board meetings. She has been researching

various software packages that could be affordably useful for ODS meetings. The non-profit grant software Tech Soup, for which ODS has a license, has proved a useful avenue to locate other tech services. One of these partners is GoToMeeting.com, which makes online meetings possible in real time. With an annual subscription of only \$46, this well-known program facilitates meetings with up to 25 users. Several Board members expressed familiarity with this software and endorsed it enthusiastically. Up to six people can have video conference capability, but few Board members felt inclined to take advantage of this feature.

Corinne proposed more frequent meetings with this online platform. Our agendas keep growing, and items get postponed nearly every time. The August and May meetings tend to conflict with show dates, further depressing likely attendance. Ed and Marsha voiced support, noting the time and expense incurred with travel from southern, central and eastern areas of the state. Corinne noted that the only exceptions would be the annual general membership meeting in November and the February retreat. Chris remarked that online meetings would be good for supplemental gatherings, but should not replace the regular meetings, as there is no substitute for direct communication. His own business experience bears this out. ODS Bylaws allow for electronic meetings but call for quarterly meetings of the Board. Marsha noted that the costs of attending quarterly meetings are material. Corinne proposed discontinuing the May and August meetings when so many members are engaged in shows, and substituting online meetings at those times.

Ed expressed concern over relinquishing face-to-face meetings, as did Chris. Online meetings should be available as an option, if a quorum is not possible. Claire expressed support for using this not as a substitute for the required quarterly meetings, but to hold monthly meetings like the two conference calls this spring which proved helpful “catch up” conversations.

The Board concurred and directed Corinne to purchase a license for GoToMeeting.com (this falls under a budgetary discretion) and consider scheduling monthly meetings. Corinne suggested that we begin with bi-monthly meetings rather than monthly meetings. The bylaws allow for more frequent meetings. Marsha agreed with Claire that more frequent conversations keep us productive.

Membership numbers are down by 23 from this point last year, Corinne reported. Chris noted that participation in shows is down by two-thirds in the shows where he has been involved. People are not showing as much as in the past. The downturn is not as serious as other GMOs have experienced, but the trend is discouraging. After much thought, Corinne wondered if a membership contest among chapters would be worthwhile, but lamented that the incentives that would be feasible are so meager. Perhaps if ODS offered the chapters something significant like \$1,000 toward their next clinic, this could energize membership drives. She further stated that lack of enthusiasm for membership drives seems prevalent nationwide. Rachel asked how the ODS membership fee compares with that of other GMOs, and related that the South region finds it high. Corinne noted that other GMOs have donors and operate using only volunteers, thus decreasing their costs. Claire noted that the talking points about GMO benefits which Corinne mailed to all Board members a month ago (prepared by USDF) are a powerful promotional tool and urged that as Board members we all need to use them. Several discounts are available to ODS members as a result of being affiliate members of USDF and USEF, yet few Board members are even aware of these (i.e., John Deere tractor discounts). Corinne promised to publicize the discounts more aggressively, get a list up on the web site and in membership materials.

Looking ahead to education programs for 2013, in the absence of a current education chair and education committee, there are already some looming deadlines. Demo riders must be recruited and organized for the March 2013 Horse Expo in Albany. Corinne is working with the event organizers to locate a dressage clinician.

The Overnight Youth Camp was held at DevonWood August 6-9, and planning for the 2013 camp is already afoot. Jessica Rattner is preparing the proposal. Despite rushing to organize this year's at the last minute, the camp was very successful with 36 participants.

The status of adult education programs is under discussion. Typically ODS schedules an Instructor Trainer Program during alternate years to the “L” Program, and while 2013 would be the year for the Instructor Program, there is no one at present to organize it.

Of interest to Sport Horse members with young horses, Dan Ruediger of Sonnenberg Farm has offered to host a sport horse seminar next October, with Willy Arts of DG Bar Ranch or Scott Hassler, the USEF National Young Dressage Horse Coach. Sonnenberg would waive its facility fee and take responsibility for logistics. Corinne would like to have a discussion with Barb Funk, chair of the Sport Horse Committee, to gauge her willingness to work with Cathi Jensen (who indicated earlier interest in helping).

**Action Step:** Rose will contact Barb Funk to measure the Sport Horse Committee’s interest in endorsing a sport horse seminar at Sonnenberg Farm in October 2013.

#### 7. **Committee Reports** -- none.

#### 8. **Chapter Reports**

Lower Puget Sound Chapter submitted a report. Corinne affirmed that the chapter is very happy being part of ODS and is being very careful to observe all rules and regulations. Chris asked if they got the sales tax matter sorted out with Washington state sales tax. He was going to defer to the Fort Vancouver Chapter’s treasurer, Lorraine Nettles, but will follow up with Lorraine and the chapter.

**Action Step:** Chris will contact Lorraine Nettles and the Lower Puget Sound Chapter to verify that they resolved any sales tax issues.

Carolyn reported verbally on the Twin Rivers Chapter. Their recent show was a great success. The annual barbeque will take place tomorrow with videos from the Olympics, and they are organizing a league show for next year. Gaye applauded the concept of the league show, much appreciated by members.

**Telephone Call from Donna Longacre (11:00 am).** Current Region 6 Director Donna Longacre expressed her sense of loyalty for Region 6 and USDF itself, and therefore is standing again for Region 6 Director. She believes our region tends to get overlooked on the national level, a region with active GMOs that has innovated many programs that have subsequently been emulated nationally. Noting the diverse geographic and metropolitan characteristics of the region, she expressed sensitivity toward those variations and pledged to stand up to the “East Coast mentality” of the national organization. She noted the very active educational programs, including an energetic youth program, and hopes the northwest region can become more involved in the national championships. She would advocate for travel stipends for those who travel to the newly created national championships and explore other cost cutting measures for that event (noted California’s practice of travel subsidies). Financial assistance would be more for riders rather than GMO leaders, she clarified. Many upcoming issues in USDF interest Donna, and she would like to become involved in those matters such as broadening the dressage community, youth scholarships and encouragement of new members. She would like to see Region 6 develop a leadership level, with more GMO participation in communication and discussion of issues before the national convention, so that our delegates are better informed. She suggested creating a Board at the regional level to achieve that goal. What she has not been able to accomplish during her current term is due to lack of volunteers, she stated. Another of her goals is to improve communications throughout the region, including finding someone to take more charge of the web site.

**Peter Rothschild by Skype (11:23 am).** Peter submitted a biographical statement (distributed in advance) as required by USDF and hoped that the Board had been able to review it. He has been most intensively involved in Region 6 since 1995/96 after attending his first USDF convention when he questioned why Region 6 had no web site. His goals for being Regional Director are on two levels, regional and national. Concerning regional goals, he would seek to enhance/improve communications within the region as a top priority, focussing on recreating a Region 6 web site. Though Donna has been

working on this lately, he acknowledged, the current manifestation of a Region 6 web site is just a Facebook page with a link from the main USDF site, but that's not as good as it should be. This is top priority work, Peter stressed, and he has some ideas about who would assist in that effort. The web site should serve competitors and non-competitors alike.

He proposed instituting periodic programs to communicate with delegates, especially PM delegates who are directly elected by the membership. As such, they are typically people with notably large personal networks. The Region 6 PM delegates are fairly widely separated, but with regular periodic phone calls, the Regional Director could solicit input from leading members around the region on a regular basis and disseminate information to the wider membership. As for the web site, he would ask delegates for names and suggestions of people who would be strong contributors to that project. Periodic calls with GMO presidents should also be a priority for the Regional Director as a facilitator of communication. One small step he would like to explore, speaking as both a show secretary and competitor, would be to create a single, standardized show entry form, so that a master entry form online could retain a competitor's primary data and be used as a template for all shows.

On the national level, another unique opportunity for the Regional Director is to improve communications from USDF headquarters in Lexington to the regional membership. USDF a few years ago established in its bylaws the commitment to become transparent, Peter stated, and the Executive Board shortly thereafter adopted a rule that activities be published within a reasonable time on the USDF web site. Approximately three months after the Executive Board adopted that policy, the Board then exempted itself from reporting on what it chose not to make public. The BOG then passed a motion to strike the transparency requirement from the bylaws. Peter feels strongly that the transparency rule should be reinstated. He has served on the USDF web site oversight group and hopes to continue in that role, noting vast improvements during the past couple of years.

Another national matter that he would also like to address is the need to remind the rest of the Executive Board that the West Coast often suffers from national decisions, such as convention locations far from us, and that the Board deliberately did not follow policies and procedures when it agreed to schedule the next two conventions on the East Coast (Boston and Lexington). He conceded that this may be a small thing, but at least the Executive Board should follow the policies that it has adopted. The same issue applies to the national championships which will impose negative impacts for all competitors west of the Mississippi. Finally, he has been pushing for increased membership both regionally and nationally and views active working relationships to be key with Pony Clubs, 4-H, and other organizations to get local members in touch with GMOs and to promote more involvement in dressage. Opportunity classes need to be promoted to the schooling show rider who needs encouragement to kick up one more level. He concluded by pledging that those are the initiatives he would focus on for the next three years.

## **OLD BUSINESS**

### **9. Follow up on Awards Fee Clarification - Ed Miller**

Because this relates to a proposed amendment to the Policies and Procedures Manual (PPM), Ed would like to take this up later (under Agenda Item 21).

### **10. Awards Sponsorship Follow Up -- Rose Newman and Ed Miller**

Rose announced that the Twin Rivers Chapter has volunteered to sponsor the Horse Ambassador Award. The Central Oregon Chapter will sponsor the Newsletter Award and has sent in a proposal for a web site award that is under discussion in the Awards Committee. The North Willamette Valley Chapter will meet on Monday to discuss sponsorship of the Mary Ann Judkins Instructor Award. That completes the sponsorship of all awards. The PPM may need adjustment accordingly, Ed noted. It was subsequently observed that the Winnie Heiney-Duncan Scholarship Fund could entertain requests for the Overnight Youth Camp, but the timing of the submission requirement is not friendly to that end, since it requires that applications be submitted to the ODS office at least 14 days prior to the ODS summer Board meeting.

**Motion:** Carolyn moved to strike “summer” from the submission requirement for the Winnie Heiney-Duncan Scholarship Fund (Chapter VII, PPM, page 9). Gaye seconded. The motion passed by voice vote.

**11. Policies and Procedures Manual Printing - Corinne Stonier**

Corinne wanted to make sure everyone received the latest revisions in the mail, which everyone had.

**12. Nominations Committee Follow Up - Marsha Williams**

Marsha reported that she has not received any response from Sharm Daggett, the East Region representative, about her intention to run for that regional representative position for next year. Marsha shared that Sharm believed that since the Education Committee never contacted her, she concluded that others felt she was doing a poor job. Corinne contacted her and affirmed that because the Education Committee was dormant, this was no reflection on her performance. Her geographic location renders travel difficult, but phoning into meetings or using GoToMeeting.com would be a welcome solution. Carolyn Wesolek is willing to run again for the Central Region, as will Rachel for the South.

Jessica is going to run again for the director at-large position. Marsha’s position is the only other position coming up for election. A member from Puget Sound Chapter has expressed interest in a Board position, Rose said. Marsha wondered if one of the seasoned regional reps should be moved into at-large candidacy and find another regional representative? Marsha will contact Kate McAuliffe (Puget Sound) to see if she will run for a director at-large position. Patty Armstrong might run for an at-large position, said Rose. Marsha would prefer not to run for a position again. Corinne noted that the deadline for candidacy is flexible, now that online voting is possible.

**Action Step:** Marsha will contact Kate McAuliffe and Patty Armstrong about their interest in running for a Director At-Large position.

**13. Online Roster Policy -- Chris Main**

Given the upcoming proposal to establish a publications committee, Chris asked to deflect this discussion to that committee. Creating a members-only section of the web site would have profound implications, and that should be added to the duties of a publications committee, if one is formed.

**14. Report on Committee assigned to discuss ODS Chapters -- Marsha Williams**

After studying that area of the PPM, Marsha started this project but began to question what her mandate actually was intended to be. Better communications to help chapters feel an important part of ODS? She needs more guidance on a project that she could perform at home. This pertains to PPM Chapter X which is not yet published and needs revision. With that clarification, Marsha will continue on this project and examine Chapter X with her great experience in chapter operations and needs.

**Action Step:** Marsha will examine the draft version of Chapter X of the Policies and Procedures Manual and recommend editorial changes to meet the objectives for this chapter.

**15. Report on Connie J Keith Action Item per last meeting minutes -- Ed Miller and Claire Evans**

Ed reviewed that this is the question over whether ODS manages the funds, a clarification recommended by the Financial Review Committee. In the PPM, it was designated as *not* ODS-controlled in the chart on page 14 of current Chapter VII. He discussed this with Barb Funk who is the trustee of the Connie J Keith Fund. Barb affirmed that ODS must be the recipient of the funds. Ed has accordingly prepared a change to the PPM to reflect this as an ODS managed fund, included in the agenda item to be taken up later.

**16. Recruitment of ODS Historian Position -- Rose Newman**

Rose pleasantly announced that Kim Hickson will perform this function from Yakima but will not assume the position. Joyce Stride will assist Kim.

**17. Report on Membership Survey -- Claire Evans**

With 267 participants in the June online membership survey, representing a quarter of the membership at that time, Claire reported on the findings of this brief inquiry into what factors influence people to join ODS and what they value as benefits. Her full report is in Appendix A, which she will modify for an online summary to be posted on the ODS web site, minus the recommendations, with a link to the full report in the minutes. She will also prepare a summary report for the ODS column in *Flying Changes*.

**Action Step:** Claire will modify the Membership Survey Report for posting on the ODS web site and for the September deadline for *Flying Changes* (October issue).

**18. Gerd Heuschmann Symposium -- Corinne Stonier**

The Board voted against this initial proposal because it had not come through the ODS Education Committee nor followed procedures for Board consideration. Kelly Rinehart, the person who approached Corinne about ODS' sponsorship of a symposium, would like to continue to pursue this educational opportunity for an adult program and has submitted additional dates when Gerd will be in the USA during May 2013. In the absence of educational initiatives, this could fill a gap, Corinne suggested. Gerd has a proper work visa as a foreign national and charges \$2,500 per day. Facility costs can be prohibitive. Corinne will request a formal proposal from Kelly, so the Board might consider this during a conference call.

**Action Step:** Corinne will collect necessary information from Kelly Rinehart to propose a Gerd Heuschmann Symposium at the Board's next online meeting.

**19. Document Management System -- Chris Main**

Chris finally found a document system, Open Doc, that tracks editorial changes throughout the life of a document and is compatible with the ODS web site. Chris will present this at the Board's next meeting via GoToMeeting.com.

**20. Annual Awards Banquet -- Claire and Ed**

Ed reported that the Crowne Plaza Hotel in Lake Oswego is lined up as the site for the ODS annual banquet and silent auction on November 10, 2012. Liz Lawson Webber is working on the silent auction. Ed is looking into getting wine donated for VIP tables. Corinne has a proposal for goodie bags. Claire created a flyer to promote the event that includes a photo by Mary Cornelius, and she will verify that Mary permits such use.

**Action Step:** Claire will check with Mary Cornelius about the rights to use her photography for the 2012 Annual Awards Banquet flyer.

**21. Policies and Procedures Manual Revisions -- Ed Miller**

In the latest revision distributed in February, Ed discovered some other edits were needed. For now, he distributed one page of suggested changes for the Board's approval (see Appendix B). The first deals with the one dollar centerline fee which currently doesn't exist in the Manual. This proposed language is consistent with USEF rules. The second change concerns award sponsorship, which Ed inadvertently inserted into the current PPM without Board approval. Finally, the last change would designate the Connie J Keith Fund as an ODS-managed fund.

**Motion:** Claire moved that the proposed changes to PPM be approved as presented. Chris seconded. The motion passed by voice vote.

Ed asked for assistance in having someone proof read the PPM with great care. Carolyn so volunteered.

**Action Step:** Carolyn will proof read the Policies and Procedures Manual. Ed and Corinne will forward electronic documents to her.

**NEW BUSINESS**

**22. Education Committee Chair Opening -- Rose Newman and Corinne Stonier**

A written proposal was circulated before the meeting that would create a State Education Chair and a separate Adult Programs Committee. Ed suggested that the Vice President might be best positioned to

fulfill the duties envisioned for the Education Chair, namely communicating with chapters to solicit ideas and information about their education activities. That person would be in the right position to monitor all education activities going on and keep the various arms of ODS informed about them. Discussion questioned how the proposed Education Chair position would differ in function from the current ODS Education Committee Chair. Perhaps a Board member should be designated (a director at-large or regional rep) to be the ODS Education Chair, rather than creating a new position? The second part of the proposal, to create an Adult Programs Committee, seemed desirable to those present.

**Motion:** Ed moved that the Board approve the formation of an ODS Adult Programs Committee, without endorsing the specific text of the proposal. Gaye seconded. The motion passed on voice vote.

**Action Step:** Rose will revise the proposal, break out the Adult Programs Committee (see pp. 6-7) with revisions for future consideration.

### 23. **Creation of Ad Hoc Publications Committee** -- Rose Newman

Reinvigorating committees is one of Rose's priorities for her term as ODS President. Ed questioned whether an ongoing (not ad hoc) or standing committee might be needed for publications. After much discussion, the present members of the Board came to an agreement that the proposal was sufficient as stated as an ad hoc committee.

**Motion:** Ed moved to accept the proposal as submitted to establish an Ad Hoc Publications Committee. Carolyn seconded. The motion passed by voice vote.

**Action Step:** Rose and Corinne will approach potential individuals to participate in the Ad Hoc Publications Committee.

### 24. **ODS Committee Requirements** -- This item was deferred.

### 25. **Appointment of new North Region Representative**

This item was eliminated due to the absence of the individual concerned.

### 26. **Discussion about Western Dressage at ODS League Shows** -- Rose Newman

There have been some Western dressage classes at ODS League Shows this year, and they have been well received as "fun" classes. The question is, do these classes count as one ride for the USEF three-ride-per-day limit? Presently a show committee of two does not agree, Rose reported. She further noted that rule USEF DR 119 defines those classes that are excluded from the three-class-per-day limit (dressage seat equitation, quadrille, pas de deux and materiale). Ed observed that the rule exists for the welfare of the horse, and this should hold across any and all classes. Chris related that a show management committee on which he sat decided that, since the same expectations are made of the horse as for a "regular" dressage test, the USEF rule should apply. The Board concurred.

Rachel expressed concern and hoped that all rules are being applied at Western dressage classes (concerning bits, helmets, etc.). Chris explained that certain conditions must be well understood by the show management (i.e., one hand with curb bit, one or both hands with snaffle bridle, warm-up restrictions).

### 27. **Alternative Qualification Proposal** -- Ed Miller

Ed submitted a written proposal for thought and discussion, concerning the participation fee requirement that anyone in an ODS-approved licensed show must pay a dollar fee per ride ("centerline fee"). That fee supports the ODS Awards Program. All participants must be treated equally in the assessment of fees, according to a new USEF rule that will take force in December. If this rule were to apply to the current year ODS shows, only 15 shows would supply income for the ODS Awards Program. Currently 38 of 53 ODS-approved shows are out of state. This might also have an impact on the championship show which is a major fund raiser. ODS approval for a show costs \$70.

Ed emphasized that the potential loss of income would affect approval fees, the ODS Awards Program and the ODS Championship Show. He is very concerned about the ramifications of this rule on entry fee

requirements. Chris would like to see some proposals for how to address the potential shortfall. Ed proposes (1) a flat-rate fee up front at any USEF approved show would be charged to participate in the ODS Championships (must be ODS member); and (2) the same for the Awards Program. Rose and Chris both would like to run actual numbers. Ed cautioned that we need to make that decision before the next Board meeting, because the USEF deadline for the application of these fees is next Friday, August 24. Corinne indicated that she was going to file the USEF application based on whatever decision emerged today, but the application could be changed later (for a fee). Gaye asked whether ODS competitors could be charged after the fact for any out of state shows, and Corinne replied that would not be permitted. The ODS Awards program incurred a loss of \$2,000 last year. A more workable funding model needs to be created.

**Action Step:** Ed and Chris will work with Corinne to run the numbers and consider alternative funding models for the ODS Awards Program, given the likely impact of the new USEF entry fee requirements.

#### 28. **Klamath Falls Chapter** -- Rachel Merusi

Rachel reminded the Board that the Klamath Falls Chapter currently falls into the East Region, and she proposes that it be reclassified into the South Region. The regional representative from the East never is able to attend meetings in Klamath Falls. Ed suggested that the Chapter submit this request itself.

**Motion:** Gaye suggested that the Board approve a boundary redefinition of the South and East regions, pending the request of the Klamath Falls Chapter. Rose amended the motion to extend the line between the South and Central regions eastward across the state to Idaho, contingent upon Klamath Falls' request. Ed seconded, and the motion passed on voice vote.

#### 29. **Mary Ann Judkins Instructor Award and Mary Ann Judkins Free Style Award** -- Corinne Stonier

Judkins' father contacted Joyce Stride during the Olympics coverage, incensed that an NBC commentator declared dressage to be "boring." He asked that, if ODS takes action to protest such a reference, that we include him in our opposition.

**Next Board Meeting:** November 9, 2012, Friday evening. The annual general membership meeting will take place at noon on Saturday, November 10, during the Nutrena/Adult Clinic at DevonWood Equestrian Centre. The time of the Board meeting on Friday will be determined later. Ed proposed an online meeting using GoToMeeting.com a couple of weeks beforehand, so that the meeting on Friday evening would not be too long.

Most agreed that GoToMeeting gatherings would work for Wednesday evenings.

**Motion:** Gaye moved that the meeting be adjourned, Rose seconded, and the Board agreed by voice vote to adjourn its meeting at 2:59 pm.

## **Action Steps**

1. **Sport Horse Seminar:** Rose will contact Barb Funk to measure the Sport Horse Committee's interest in endorsing a sport horse seminar at Sonnenberg Farm in October 2013.
2. **Lower Puget Sound Chapter:** Chris will contact Lorraine Nettles and the Lower Puget Sound Chapter to verify they have resolved any sales tax issues.
3. **Nominations Committee:** Marsha will contact Kate McAuliffe and Patty Armstrong about their interest in running for a Director At-Large position.
4. **Review of Chapter X of Policies and Procedures Manual:** Marsha will examine the draft version of Chapter X of the Policies and Procedures Manual and recommend editorial changes to meet the objectives for this chapter.

5. **Report on Membership Survey:** Claire will modify the Membership Survey Report for posting on the ODS web site and for the September deadline for *Flying Changes* (October issue).
6. **Gerd Heuschmann Symposium:** Corinne will collect necessary information from Kelly Rinehart to propose a Gerd Heuschmann Symposium at the Board's next online meeting.
7. **Annual Awards Banquet:** Claire will check with Mary Cornelius about the rights to use her photography for the 2012 Annual Banquet flyer.
8. **Policies and Procedures Manual Revisions:** Carolyn will proof read the Policies and Procedures Manual. Ed and Corinne will forward electronic documents to her.
9. **Proposal to Establish State Education Chair and Committee Changes:** Rose will revise the proposal, break out the Adult Programs Committee (see pp. 6-7 of proposal) with revisions for future consideration.
10. **Ad Hoc Publications Committee:** Rose and Corinne will approach potential individuals to participate in the Ad Hoc Publications Committee.
11. **Alternative Qualification Proposal:** Ed and Chris will work with Corinne to crunch some numbers and consider alternative funding models for the ODS Awards Program, given the likely impact of the new USEF entry fee requirements.

Appendices:

- A - Membership Survey Report
- B - Proposed Revisions to Policy and Procedures Manual
- C - Alternative Qualification Proposal

Respectfully submitted,

Claire F. Evans  
 Secretary  
 September 3, 2012

## Appendix A 2012 ODS Membership Survey Major Findings

### Why do people join ODS?

- Showing (75%)
- ODS Education programs (52%)
- To receive *Flying Changes* magazine (36%)
- To receive ODS publications (32%)

Three-quarters of respondents are motivated to join because they show. Slightly more than half are induced to join so they can participate in ODS educational programs. These two reasons outweigh to a significant degree other factors driving membership (for example, only 17% indicated they joined to participate in the horse and rider awards program). A number of comments expressed high valuation of the youth programs, for insurance coverage for group activities, and to be part of the dressage community.

**Recommendation:** Create strong messages with all prize lists and other show literature (online) to join ODS. A critical moment to tip the scales of decision to join ODS is the moment when a rider opts to participate in the show ring. Acting on this critical moment could be a persuasive opportunity for ODS to deliver key messages about membership. One option might be to require all prize lists in the Omnibus to

encourage competitors to join ODS in a convincing, succinct message. General Membership status in USDF is sufficient to show as well as to participate in the ODS Awards Program. Suggested language:

**“Now is the perfect time to join the Oregon Dressage Society!** ODS members are eligible to earn ODS Horse and Rider Awards each year, from scores at both League and Licensed shows. When a member of ODS, you are automatically enrolled as a General Member of USDF, receive *Flying Changes* monthly, enjoy discounts at select vendors, receive the annual regional show omnibus, test booklet, reduced enrollment in ODS’ many educational programs...and know that you are supporting the future of dressage in the Pacific Northwest! Join today -- [www.oregondressage.com](http://www.oregondressage.com) and click on Membership.”

**Recommendation:** Reinvigorate outreach effort to breed groups and other membership organizations with show schedules, i.e. Western dressage enthusiasts who belong to breed groups such as Arab, Morgan, Quarter Horse, etc.

What membership benefits did people use in the past year?

- *Flying Changes* magazine (87%)
- ODS publications (65%) and website (63%)
- Showing (59%)
- Education programs (47%)
- Affiliate membership with USDF (44%)
- Chapter activities and participation (40%)

Although showing ranked as the primary reason to join ODS, respondents most frequently cited publications as a primary benefit that they used. Fewer than a third used the ODS rider and horse award program in the past year. Use of discounts at ODS partner businesses and USDF E-trak was minimal. A couple written comments cited the ODS video library as a valued resource.

**Recommendation:** Continue to use the ODS newsletter in *Flying Changes* as an important communications tool for the Board and chapter activities. Do not abandon this valuable tool!

**Recommendation:** Members value and use all ODS publications. Marginally more use the printed publications than the ODS website to get the information that they need. Continue to strengthen the website as an easy-to-use, comprehensive communications tool. At this point, any phase-out of some or all of the printed publications should be done very carefully, as this would be perceived as a diminishment of member benefits.

What other benefits would members like to see?

- Single transaction to join ODS, USDF and USEF (69%)
- Ability to print ODS membership card from website (64%)
- Ability to review Awards status online (47%)
- Online membership roster (40%)

Respondents overwhelmingly showed a preference for one-stop shopping when joining associations affiliated with showing and dressage. Not only do more than two-thirds choose as their primary desired benefit a single transaction to join the three salient organizations (69%), but nearly the same amount (64%) would like the ease of printing ODS membership cards online (as is possible for both USDF and USEF cards). Nearly 40% would like to see the ODS membership roster available online, but fairly weak support was indicated for member tokens, a lifetime membership option, or other recognition programs. (NOTE: USDF has responded favorably to the single transaction request, and it is hoped that USEF will follow by 2014. How the transaction fee is absorbed and by which organization(s) must be negotiated.)

Written comments covered a wide range, including a desire for more promotion of youth programs, a chapter and activities in the Columbia River Gorge area, reduced membership for non-riders, major overhaul of the website, the need for current members to make new members and volunteers feel more

appreciated, listing of schooling and “smallest local” shows on the website, discount for opting out of printed publications, a “better unified system with Region 6 and other local GMOs,” credit for volunteering (towards annual renewal), financial assistance for small chapters, and educational programs that cross-over with trail riding and other horsemanship disciplines -- among others.

**Recommendation:** Continue pursuing the option of a single transaction for comprehensive membership with USDF and USEF, and the option to print ODS membership cards from the ODS website (possibly will be reality by 2014, if USEF concerns can be met).

**Recommendation:** With nearly half of respondents in support, consider transferring the ODS Awards data (for both horse and rider) to the ODS website for public viewing. (Much of this is in the works, thanks to many hours of hard work by Siobhan!)

**Recommendation:** Continue to investigate the issues surrounding an online membership roster with the knowledge that members value this option, yet privacy issues would necessitate a careful roll-out and education about security protections.

#### Who responded?

Most respondents (92%) were adult members, with nearly a third (28%) living in the Portland metro area. Fairly equal numbers reside in the Mid-Willamette Valley (21%), Washington state (20%) and Southern Oregon (16%).

One-third (33%) have been members for more than ten years! Practically all other categories of membership duration received an equal number of respondents (20-22%). The membership base is therefore one of long-term commitment, but this result points to the need to ensure members remain satisfied with the services they receive.

**Recommendation:** Conduct a survey of non-renewing members to tease out why they did not sign on for the long term. Understanding why people do not renew will assist in targeting areas where the ODS Board needs to invest resources and communicate membership benefits with vigor.

## Appendix B

### Proposed Revisions to Policy and Procedure Manual, Chapter VII Awards

1. **Revise Section II, Sustainability** to reflect the assessment of the ODS participation fee to fund horse and rider awards as follows:

Insert a new paragraph 1

ODS assesses a participation fee of \$1 per ride down the centerline or DSHB go at all ODS approved shows. The fees are dedicated to funding the ODS horse/rider and DSHB awards. ODS seeks and receives approval from USEF to assess the fee. USEF rules require that the fee be assessed to all participants regardless of ODS membership. Exceptions previously granted for breed restricted shows and shows outside specific areas are no longer permitted.

Change current paragraph 1 to paragraph 2

Revise new paragraph 2 to delete the word “continue” and replace “down the center line” with “participation” to read:

Monitor the cost of awards with the goal that costs are not greater than the combined sum of member participation fees and sponsorships...

2. **Revise Section VI Special Awards** by adding a paragraph B Special Award Sponsors.

Note: I inadvertently made the change in the current version you have before obtaining Board Approval. The Awards Committee has reviewed the language.

3. **Revise table on Page 14.**

The Connie J. Keith Adult Amateur Camp Grant is to be considered as ODS Managed. Funds pass through ODS and therefore meets the criteria as a managed fund. The Trust Manager reports the Trust is set up that way.

## **Appendix C Alternative Qualification Proposal**

**Issue:**

The USEF rule requiring all fees be applied to all entries, specifically the ODS \$1.00 down centerline awards fee, could have significant impact on:

1. Viability of the ODS Awards program
2. ODS Championship show as an ODS Fundraiser
3. ODS membership

**Background:**

The recent rule change by USEF requires that all fees listed on the entry form must be applied to all entrants. In 2012, ODS approved 53 shows. Of these, 38 were out-of-state (award fee exempt except for ODS members). Show approval fees for those 38 amounted to \$3,180. Fifteen non-exempt shows were approved. Fees were \$900.

There is a strong possibility that a number of the out-of-state shows will not choose to obtain ODS approval in the future, especially if ODS riders are in the minority. This would result in the loss of a number of shows to qualify for ODS Championships and consequently the size of the show, reduction in income to support the awards program and loss of income from show approvals. Equally important is that reduced championship qualification and awards could result in reduced ODS membership.

**Proposals:**

1. In addition to the current method of qualification for championships, offer an alternative method of qualification by establishing a yearly qualification/registration fee. Payment of a single "horse registration" fee would allow scores earned by ODS members on a "registered horse" at any USDF licensed show could be used as qualifying scores.
2. In addition to the current method of qualification for awards, establish an annual awards fee. Upon payment of the fee, scores from any USDF licensed show could be used as qualifiers for ODS awards. This proposal is not intended to be applicable to League Show awards.

**Discussion:**

I am concerned the change in entry fee requirements will have significant financial impact on ODS due to potential loss of ODS approved shows and consequently the ODS Championship Show and the ODS Awards program. Those two programs have major impact on the benefits of ODS Memberships. ODS must be prepared to change its business model to account for the potential losses