

Oregon Dressage Society, Inc.

Notes from the Saturday Brainstorming Part of Retreat
Saturday February 1st, 2104 – Silver Falls Conference Center, Sublimity, OR
List of attendees is attached vs. listed.

Publications Review:

Dolores Morgan reviewed various publications. USDF Member guide published tests but doesn't have directives. Is it useful to produce a test book? Ours does have directives.

The cost to ODS of providing a Flying Changes subscription is approximately \$10 per year for each ODS member.

Budget for ODS publications (defined as Omnibus, Test Booklet and Roster) is \$10 per member, however currently the net loss is lesser (about \$4,000) due to advertising and other cost offsets.

Question is raised about producing a hard copy omnibus. What is the value when everything is posted online? This year there seem to be so few shows in the omnibus; guessing this is because of the USEF \$1 fee needing to be charged to everyone.

Could we not have hard copy omnibus?

Discussion of the marketing value of the roster. Possibility of moving toward a digital roster as opposed to a hard copy.

Overall budget concerns; ODS sends USDF \$20 for every ODS member. Idea to review John Craven's article about where your ODS dollars go which was published in Flying Changes; Chris Main agrees to do this in the near future.

Questions for the publications survey:

- 1) Online rather than printed?
- 2) Secured vs unsecured.
- 3) Test books \$2,500 and cannot contain advertising. No design cost currently. Is it worth it to have it reprinted?

Discussion Morphs to other Benefits of ODS Membership:

Could we do a tutorial on how to use the calendar instead and have a download here button if you want to print a hard copy? Siobhan mentioned how the online format is month by month vs. being able to look at the whole season.

There is a question about member benefits. What about giving a kick backs to chapters like tickets to events? More chapter hands on. Jessica offered to be a personal touch person by mailing the member benefits flyer with a sticker or something. Ad hoc communicate strategy committee?

Talking about outreach to Pony Club and plans to have pony clubbers able to participate in the Jr/Yr Team Champs at the show is 2015. How else to reach out to Pony Club? Talk with instructors who are currently involved with Pony Club.

Adult committee volunteers:

- Audrey Stanton
- Michelle Matzen
- Elaine Thomas
- Jessica Rattner
- Possibly Siobhan
- Marcy Sanders

Western Dressage

Newberg High School Dressage was just added and they want to possibly do Western Dressage. Joyce Stride/Ann Stevens have reviewed systems of WD. Feel potential for growth - Washington County offered western dressage at the county fair @ 33 western rides!

NAWD is what the 4H went with. Requires dressage judges, headgear, snaffle bits are required for level one through three, and the rules require one hand on the curb.

Western Dressage Association:

Recognized shows can be judge

No age restriction of horses

No ASTM head gear req

Snaffle bits are not required

Two hands on a western curb allowed.

Joyce brought the tests with are intro equivalents. Lope added is intro C.

League Championship Shows

Postponed this year. Replaced the championship with a high point year-end. This helps our riders coming from very far away.

Should we ask members if they want the championship show or the high point year-end? Which do you prefer? What time of year would they like the championship?

Is it possible to add it to the ODS championship. Can't be an opportunity class. Additional fees for USEF and HID fee? Add this to the survey.

If at the same time as JR/YR team championship, it will need a second management team.

This has to be answered by next fall. A survey was proposed. This year? Next year to allow people to evaluate both programs. Show is a fundraiser. How about both?

Communication

Overwhelming amount of emails. Digests? Facebook?

Budget:

Dolores spent some time on the internet and found a guide to non profit board membership is a MUST READ for people like those at the meeting. This guide has been provided by ODS in the retreat notebooks since the 1990s. She walked us through these documents and encouraged everyone to consider these standards in how our organization functions. Chris walked us through the P&L to August 31, 2012, reviewed the purpose of keeping books, what information is required, record information and how to report it. See slide show for more details. Corinne reviewed the budget for this event.

Insurance review:

Corinne recently read in a newsletter that a chapter ran a clinic at a barn and didn't have insurance where they didn't get ODS insurance because the barn had it. The barn insurance covers the barn but it doesn't cover ODS. If it's an ODS event, it must have ODS insurance! If you run a members only clinic, it's for members only. The clinician, the volunteers, auditors, etc. must be members. There is a \$25 fee plus a \$10 processing fee. To open it to the "public" it's an additional \$43 a day. The clinician should have their own additional liability insurance. Non-educational events are \$51 per day (shows, trail rides, tack sales).



Established in 1971, The **Oregon Dressage Society**, an affiliate of the United States Dressage Federation, exists to educate, promote and inspire its members and the general public through programs, publications and competitions, in a way that enhances the image of Dressage and promotes the welfare of the horse.

Oregon Dressage Society Retreat Agenda

Saturday, February 1, 2014

Silver Falls Conference Center

Noon: Arrival and Lunch – Dining Hall

1 PM: ODS Retreat – Brainstorming and Creative Time – Smith Meeting Hall

1. Welcome and Introductions – *Rose Newman*
2. Overview of ODS Governance – *Rose Newman & Gaye McCabe*
 - a. *History*
 - b. *“Who” ODS is*
 - i. *Board*
 - ii. *Committees*
 - iii. *Chapters*
 - iv. *Staff*
 - c. *Bylaws*
 - d. *Minutes*
 - e. *Important Financial Documents*
 - f. *Policies and Procedures Manual*
3. Brainstorming – *Rose Newman & Gaye McCabe*
 - a. Member Benefits, specifically publications (Dolores Morgan)
 - b. League Championship Show, brainstorm options to bring programs back (Gaye McCabe)
 - c. Outreach, Publicity, Advertising, Marketing (multiple retreat attendees)
 - i. Youth Outreach and Programs; what opportunities are specific to youth
 - ii. Adult Outreach and Programs; what opportunities are specific to adults
 - d. Communication Strategies: (multiple retreat attendees)
 - i. What is working, what needs improvement; how are messages filtered from Board to Members, from Staff to Members, from Chapters to Members, from Chapters to Board, etc.
 - e. Western Dressage at League Shows (Gaye McCabe)
4. Budget and Finance Workshop – *Dolores Morgan & Chris Main*
5. Policies and Procedures Manual Review – *Ed Miller* * note: Please pick up your Policy Manuals or updated chapters prior to this segment
6. Insurance Review – *Corinne Stonier*
7. Question and Answer Time - topics from registration form not covered above and open floor

List of Attendees

First Name	Last Name	Chapter or Committee	E-mail Address	Cell Phone:
Siobhan	Barker	North Willamette Valley	Siobhan@haywardfarm.com	503 324 2907
Anna	Bigwood	ODS Board Director at Large	abigwood@comcast.net	503-539-3793
Katharine	Darneille	North Willamette Valley - ODS	crosbycreek.2@gmail.com	(503) 982-1044
Tami	Davis	TRC Vice President	takodavis@q.com	541-968-4660
Suzanne	Hall	Umpqua Valley Chapter Newsletter Editor	hdwsuzanne@qwest.net	541-430-3645
Sharon	Knowlton	Chehalem Mt Chapter member North Region Representative	wred.rider@frontier.com	503-780-9398
Christopher	Main	ODS Treasurer	treasurer@oregondressage.com	503 888 3587
Michele	Matzen	SJD	DQfrmhll@charter.net	(541) 944-5348
Gaye	McCabe	Pres Elect, Youth	i-g.mccabe@juno.com	503-871-5359
Eric	McKown	Chehalem Mtn Chapter President	eric4320@yahoo.com	503-339-6631
Jodi	McMaster	Region 6 NAJYRC and youth coordinator	jodimcmaster@yahoo.com	503-998-0249
Edwin	Miller	State of Jefferson Chapter Chair, Awards Committee	eamgroup@aol.com	541-890-5085
Dolores	Morgan	Finance committee member, North regional rep, dshb chair	doloresmorgan@mindspring.com	360.567.7906
Lorraine	Nettles	Treasurer	lorraine.nettles@fastmail.fm	360-597-5459
Rose	Newman	ODS president Chair show committee (name?)	rose_newman@yahoo.com	360.281.6550
Kimberly	Ransdell	President, FVC	kransdell@hotmail.com	5034490208
Jessica	Rattner	ODS Board; ODS Youth Committee	jessica.rattner@gmail.com	(503) 830-9994
Marci	Sanders	President, PCTC	sanders.marci@gmail.com	503-201-4545
Mary	Schulte	Columbia County	wannabea12@hotmail.com	5033692404
Brett	Stallings	Umpqua Valley Chapter Secretary	valer329@gmail.com	(541) 817-6401
Audrey	Staton	TRC and also Region Representative	astaton01@earthlink.net	5421 683 6373
Corinne	Stonier	Office	office@oregondressage.com	(503) 730-8036
Joyce	Stride	PCTC		(503) 647-0168
Elaine	Thomas	State of Jefferson Southern Area ODS Representative	selainet@gmail.com	541-787-7120
Sherry	Walker	State of Jefferson	Sherry@Walker-Group.com	707-328-3964