



USAWE Board Meeting Minutes

Meeting Date: April 26, 2021

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

Meeting Modality: Zoom

Board Members Present		Board Members Absent at Roll Call	
President	Leslie Martien	R2 Director	Robin Bond
President Elect	Barbara Price	R3 Director	Cindy Branham
Secretary	Julie Alonzo	R7 Director	Rebecca Algar
Treasurer	Erin O’Shaughnessy		
At Large Director 1	Trisha Kiefer-Reed		
At Large Director 2	Doreen Atkinson		
R1 Director	Kristine Strasburger		
R4 Director	Kiki Pantaze		
R5 Director	Alex Tyson		
R6 Director	Kimberley Hillyer		

Current # of Board members = 13. BOD members required for Quorum = 7. # of BOD members in attendance = 10. Quorum was established.

Board Members in Attendance After Roll Call

USAWE Adult Members in attendance for all or part of the meeting:

Jeanne Bond, Chair, Competitions & Rules Committees

Christy Reich, LOC Co-Chair

Susan Watkins, R2 member

President Martien called the meeting to order at 6:00 PM, Mountain time.

TREASURER’S REPORT

Erin O’Shaughnessy, Treasurer, provided a report. She has transactions reconciled through January and hopes to have all the new year’s transactions current by our next Board meeting.

The Quickbooks program that USAWE subscribed to doesn’t include the “classes” functionality, which might make it easier to classify expenses/income. Erin is going to do a bit more research and then get back to the Board if she thinks it is necessary to upgrade.

Current Financials

US Bank: \$10,280.06, as of March 31, 2021

PayPal: \$13,129.57, as of April 26, 2021

This reflects a total of **\$23,409.63** in the USAWE accounts.



REGION 5 BUCKLE SERIES

R5 Director Alex Tyson had previously presented that the Board approve use of the USAWE logo on buckles to be awarded to winners of a high-point buckle series being offered across multiple states in Region 5. The series will be called “Great Lakes Buckle Series” (to avoid use of the words “Region 5”, which some Board members were uncomfortable with). She provided a picture of a buckle that was used for a WE United Region 5 Buckle Series, similar to what she is proposing to give the Board an idea of what she is proposing.

In place of the WE United logo, she would incorporate the USAWE logo. In place of the words “WE United R5 High Point Champion” she would incorporate the words “Great Lakes Buckle Series Champion”. Points can be earned at any of the USAWE licensed shows participating in the Buckle Series (all shows in the region have been invited to participate), and her proposal is to award buckles to the high point youth and adult riders in each level.



Kiki Pantaze, R4 Director, advocated for not including the logo on awards except for National ones.

Kim Hillyer, R6 Director, asked about the possibility of creating regional logos.

Kiki Pantaze, R4 Director, indicated that the Arabians do something like that.

Barbara Price, President Elect, indicated that she agreed with Kiki that regions should have their own logos. She indicated that she is also fine with Alex’s proposal provided that all competitions are licensed and the USAWE logo is a small feature of the award.

Trisha Kiefer-Reed, At-Large Director, thanked the group for their discussion on this topic and indicated that she really appreciates the USAWE being on something / getting out there. She reflected on the fact that she has been teaching numerous clinics across her region in the past month, working with roughly 40 people, 23 of whom who hadn’t known anything about the sport before, yet hasn’t had any logo-branded material to distribute. She indicates that although she



understands people’s desire to protect the USAWE logo, she also wants to make sure that USAWE is doing something to get the name and logo “out there” to promote the organization and the sport. She would like to see some way for us to get our logo out to the public.

Doreen Atkinson, At-Large Director, expressed the need to make sure that the logo is not the biggest “draw” on the award, to distinguish it from national awards. She doesn’t have any problem with the logo being used, as long as it isn’t the predominant feature on the buckle.

Barbara Price, President Elect, indicated that having “Great Lakes Buckle Series” across the front of the buckle should make it clear that it is a specific series award rather than a national award.

Kristine Strasburger, R1 Director, indicated she feels very strongly that the national organization should assume responsibility for designing regional logos, if we want to go that route.

Kim Hillyer, R6 Director, indicated that she thought we might allow the regions to design their own logos.

Julie Alonzo, Secretary, advocated for the use of the USAWE logo for the Great Lakes Buckle Series, as Alex suggested, as a way to show unity with the national organization.

Kim Hillyer, R6 Director, shared that USDF has regional logos, but they each contain the USDF main logo.

Julie Alonzo, Secretary, made a motion to:

Motion: Approve the use of the USAWE logo on high point buckles for the Great Lakes Buckle Series, which is a high point series of USAWE-rated competitions in Region 5 across multiple states, with the USAWE logo taking up less than 20% of the buckle surface and not being the dominant element of the buckle.

Motion was seconded by Kristine Strasburger, R1 Director.

- **The motion passed by roll call vote with 8 in favor, 1 opposed, and 1 abstention.**



WAYS TO SUPPORT REGIONAL SHOWS

Secretary Julie Alonzo had previously shared with the Board several suggestions for ways to support regional championship shows.

President Leslie Martien reported our insurance company indicated that adding the Regional Shows to our national insurance premium would put the national organization at risk and is not advised.

President Elect Barbara Price reminded the Board that “support” could also be in the form of marketing / email blasts, social media blasts.

Kiki Pantaze, R4 Director, agreed and stated that this will likely be something she should take on, as the Marketing Committee Chair.

Julie Alonzo, Secretary, made a motion to:

Motion: Waive Show Licensing fees (\$2 per competitor) for all USAWE Regional and National Championship competitions.

Motion was seconded by Kiki Pantaze, R4 Director.

- **The motion passed unanimously by voice vote with no “nays” heard.**

UPDATE ON COACHES NETWORK

Trisha Kiefer-Reed, At-Large Director and Chair of the Coaches Network Committee, provided an update on the Coaches Network. Trisha shared that the Coaches Network has been able to fully approve their first coach and is proud to announce that Emily Kemp, a member from Wisconsin, has completed the process and has been formally approved. Additional applications are currently in the pipeline, and the committee hopes to announce more coaches soon.

President Leslie Martien adjourned the meeting at 6:57, Mountain Time.

Next meeting: May 24th, 6:00 pm Mountain Time.

Minutes submitted by Julie Alonzo, USAWE Secretary

Committee Reports, provided to the Board the week prior to the Board meeting, are appended to these meeting minutes. Short versions of these reports were also shared with members via the USAWE April newsletter.



Awards Committee Report

There have been an average of 14 competitors (counted as horse/rider pairs) per licensed competition this year, with our lowest attendance being 7, and our highest being 28. There have been 5 non-members who have competed this year, and all have used vouchers.

The average number of competitors per level is below. I've rounded to whole numbers as you can't have part of a competitor, but I've included the exact averages in parentheses for those interested.

- L1: 5 competitors/show (4.75)
- L2: 5 competitors/show (5.375)
- L3: 2 competitors/show (1.5)
- L4: 1 competitor/show (1.125)
- L5: 1 competitor/show (.875)
- L6: 0 competitors/show (.375)*
- L7: 0 competitors/show (.125)*

*Not all shows offered L6 and L7, so that does skew the averages lower.

So far, of the 113 rides we have seen this year, 16 of those have been by Youth competitors. A vast majority of those rides have been at L1, with 11 rides at L1, 4 rides at L2, and 1 ride at L4. Most of our Youth riders have been from Region 1.

There is no other major news to share with the board at this time. We are working on collecting our breed award sponsors as we have had quite a bit of interest, and the breed awards will likely be the focus of our next report.



Competitions Committee Report April 2021

Show licenses issued to date: 82

Shows completed to date: 9

Shows canceled: 3

Shows licensed by level:

- B-rated: 79
- A-rated: 1
- Regional championship: 2

Shows licensed by region:

- Region 1: 13
- Region 2: 24
- Region 3: 8
- Region 4: 4
- Region 5: 20
- Region 6: 11
- Region 7: 2



Licensed Officials Committee Report

Hello from the Licensed Official Committee.

Doreen Atkinson, Christy Reich, Jeanne Bond, Kellee Campbell, and Kat Waters. As of April 2021, USAWE has 5 “S” judges, 4 “R” judges, 6 “r” judges, 5 “L” judges and 20 licensed Technical Delegates. Provisional Technical Delegates numbers are at 30, and we are currently processing 14 more applicants. There are no licensed official candidates to be approved at this time, although there are several working on their requirements.

The Licensed Official Committee has been meeting weekly since the inception of USAWE and we are currently planning and developing educational programs to offer to our licensed officials. Our inaugural session was held in March as a webinar and we focused on commonly missed questions or subjects from the licensed officials test in January. We also included modules covering technical delegate responsibilities and final placement scoring. A general rules module is almost complete and will soon be ready to offer to our licensed officials.

Applications for educational instructors were recently sent to all licensed officials. The LOC is looking for qualified officials to help instruct candidates and officials in specific topics required for becoming a licensed official and for continuing education.

We are excited to announce that the first in our quarterly series, Webinar with a WAVE Judge has been scheduled. Portuguese WAVE judge, Antonio Vincente will join us for an important educational session on June 26, 2021. This webinar will be offered to the R and S judges as participants, while all other officials and members will be invited to audit and benefit from the perspective of an experienced WAVE judge. Details for how to enroll in the webinar will be shared shortly.



Membership Committee Report – 4/12/21

1. How many current USAWE members do we have currently? **790**
2. How many members were added in the past month? **14 April, 59 March**
3. How many youth members do we have? **66**
4. How many recorded horses do we have? **2600**
5. How many Affiliate Organizations do we have currently? **22**
6. Do we have a program in place to encourage Affiliate Organizations? **We describe what an AO is and encourage groups to join through our newsletters and social media. The response has been quite positive.**

7. Is the Membership Committee coordinating with Regional Directors to encourage Affiliate Organizations? New members? **Not as of yet. Memberships have been coming in on a regular basis so much so, that we haven't felt the need to make a membership push.**

8. What other news would you like to share with the BOD? **The committee has been working on a Membership Benefits program. A couple of the perks we would like to offer our members include:**
 - **Offering products from our members for our members such as feed, horse supplies, books, and the like at a discounted price. To avoid conflicts with the Coaches Network, LO, and AOs we would exclude in-person training, clinics, judging, and competitions from this program.**
 - **When USAWE has merchandise to sell, we would like to request 12 items per year to offer our members through monthly raffles.**

If these seem like something the Board finds interesting, we can provide a full proposal at their request.