



### USAWE Board Meeting Minutes

**Meeting Date:** August 23, 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	President Elect	Barbara Price
Secretary	Julie Alonzo		
Treasurer	Erin O’Shaughnessy		
At Large Director 1	Trisha Kiefer-Reed		
At Large Director 2	Doreen Atkinson		
R2 Director	Robin Bond		
R4 Director	Kiki Pantaze		
R5 Director	Alex Tyson		
R6 Director	Kimberley Hillyer		
R7 Director	Rebecca Algar		

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

**USAWE Board Members in Attendance After Roll Call:**

Kristine Strasburger, R1 Director  
Cindy Branham, R3 Director

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

Christy Reich, Licensed Officials Committee Co-Chair  
Jeanne Bond, Competitions & Rules Committee Chair  
Dan Dahlke, Ethics Committee Chair  
Biddie Lowry, Elections Committee Chair  
Kellee Campbell, R4 Member  
Kris Blacklock, R5 Member  
Chris Stanko, R3 Member  
Karen Boso, R5 Member

**President Martien called the meeting to order at 6:05 PM, Mountain time.**

***ELECTIONS PROCESS & PROCEDURES***

Biddie Lowry, Elections Committee Chair, reported that the elections process is moving along.

**Julie Alonzo, Secretary, made a motion to:**

**Motion:** Approve up to \$750 to contract the online election firm Simply Voting to conduct this year’s USAWE election.

Motion was seconded by Kristine Strasburger, R1 Director.

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



### **LICENSED OFFICIALS EDUCATIONAL RESOURCE WEBSITE**

Prior to the meeting, the LOC had also distributed to the Board a proposal for setting up a website specific to training and providing educational resources to licensed officials: WEERC (Working Equitation Educational Resource Center). Kellee Campbell, LOC member who has been heading up work on the WEERC, provided the Board with more information.

The first two years of hosting have been underwritten by an anonymous sponsor. There is an annual renewal (of approximately \$75) for a secure site for processing payments if we want to do that on the website. The Canadian WE organization is also quite interested in using this site and is willing to help pay for it.

The site will provide the LOC with a lot more efficient mechanisms for providing professional development and tracking licensed officials continuing education. The LOC's intention is to host synchronous trainings (where 2-6 participants will receive instruction, moderated by a team of instructors). In addition, the training resources will be available for asynchronous review for licensed officials.

Kellee clarified that the payments made on this site would come directly to the USAWE PayPal or bank account (not a separate account).

### **Kiki Pantaze, R4 Director, made a motion to:**

**Motion:** Authorize the Licensed Officials Committee to make the WEERC site live.

Motion was seconded by Robin Bond, R2 Director.

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

### **LICENSED OFFICIALS NAME BADGES**

Prior to the meeting, Leslie Martien had shared mock-ups of name tags for licensed officials that Kiki Pantaze designed for the LOC to consider. The intention is for USAWE to pay for the initial badges for each official. Replacements, if needed, would have to be purchased by the Licensed Official.

Comments included: Keep them standardized and simple. USAWE logo, the official's name, and either Technical Delegate or Judge (to differentiate). People holding two different licenses would get a separate badge for each (to clarify which role they are fulfilling at a given event).

3 people spoke in favor of the metal rather than plastic. Several people spoke in favor of something that attaches to a jacket / shirt rather than something on a lanyard.

Several people expressed concern about magnets not staying attached. Christy Reich shared a name badge that she had made earlier in the year for an official at a show she hosted to demonstrate the strength of the magnet (it appeared sufficiently strong to hold a name badge).



**Leslie Martien, President, made a motion to:**

**Motion:** Authorize the LOC to purchase name badges for all Licensed Officials. Badges should include USAWE logo, officials' names, and position, not to exceed \$25 per badge for production and shipping.

Motion was seconded by Rebecca Algar, R7 Director.

➤ **The motion passed unanimously by voice vote with no "nays" heard.**

### ***AFFILIATE ORGANIZATION PROPOSAL***

Prior to the meeting, R1 Director Kristine Strasburger had shared a proposal for the formation of a committee to recruit and support Affiliate Organization development. Her rationale was:

AOs function as front-line representatives for USAWE in many ways and are instrumental in USAWE's membership growth. They desire to be active in promoting USAWE and helping the sport of WE grow in their local areas. They often are the organizers of events and shows.

During the merge process and in the early months of the new organization, we discussed developing a more robust program and benefits package to attract and retain Affiliate Organizations. Still, we have not done much toward this goal. Currently, there is no official process or team in place to recruit new AOs. Many people want to help WE grow locally but are unaware of how easy it is to onboard as an AO and receive the advertising and other benefits.

Often, all a person/group needs to take the next step of becoming an AO is to talk with someone, have their questions answered, and be encouraged to do it. Designating a committee to make these phone calls will help provide this. The list of show organizers/hosts is a resource for potential new AOs that could be utilized if a committee were authorized to use it.

The AO program will not be developed until someone is tasked to work on it. It would be beneficial to the new Board of Directors if we had a committee and program underway before they take office. The definition and role of an Affiliate Organization were clarified. Several Board members echoed Kristine's feeling that more outreach and marketing of the benefits of being an Affiliate Organization are needed. It was noted that there is a lack of understanding about the role.

The hope is that it might help to have a point of contact for people to learn more about Affiliate Organizations. There was some discussion about whether it made more sense to have the appointment effective immediately or effective at a later date. The consensus was for the appointment to be effective right away.

**Kiki Pantaze, R4 Director, made a motion to:**

**Motion:** Appoint Kristine Strasburger to the position of 2022 Affiliate Organization Coordinator, effective immediately.

Motion was seconded by Rebecca Algar, R7 Director.

➤ **The motion passed unanimously by voice vote with no "nays" heard. Kristine Strasburger abstained from the vote.**



## **CHAMPIONSHIP SHOW STRUCTURE**

Prior to the meeting, the task force working on the Championship show structure had presented a revised proposal to the Board, incorporating feedback provided by members via the USAWE survey.

The revised proposal has three parts:

1. Creating a new structure for large in-person competitions to replace the current regional and national championship show structure.
2. Altering, slightly, the way leaderboard scores are calculated, to better ensure final standings are a true recognition of quality performance and provide equitable opportunity for participation across the regions.
3. Officially recognizing the #1 and #2 horse/rider pairs at each level and in each division on the Leaderboards as National High-Point Champion and National High point Reserve Champion, and Regional High-point Champion and Regional High point Reserve Champion, respectively.

### **PART 1 – In-person Championship Events**

We propose moving to a structure with three prestigious in-person Championship Shows offered each year:

- Western Zone U.S.A. Working Equitation Championship (Regions 1 and 2)
- Central Zone U.S.A. Working Equitation Championship (Regions 3, 4 and 5)
- Eastern Zone U.S.A. Working Equitation Championship (Regions 6 and 7)

Under this proposal, each of the three parts of the country would be able to offer one Championship show per year, and members who earn qualifying scores (at any USAWE licensed competition during the qualifying period) would be welcome to compete in any (or all!) of the Championships, regardless of where in the country they earned their qualifying scores. This approach is intended to help encourage people to stretch beyond their local area and connect with the WE community in as many parts of the country as possible.

In recognition of the growing level of performance quality in the past few years, we are proposing slightly more stringent qualifications requirements than currently exist:

Horse/rider combinations must earn a combined average of 58% or higher in Dressage and EOH at a minimum of two licensed shows to qualify. For those in Levels 2-7, the horse/rider pairs must have successfully completed Speed for the scores to count for qualification. As the National average for Dressage and EOH combined scores increases, we will look at raising the qualifying percentage at that time.

To help ensure that the Western, Central, and Eastern zone WE Championships are well-organized, positive, and accessible, we are proposing a competitive bid process. USAWE will issue a Request for Proposal (RFP) that defines the criteria and requirements for holding the championship show(s). Show organizers will submit a proposal by a specified date outlining their plans and capabilities to host a championship show. A Championship Competition Committee will make the final selection based on:

- Show management's experience and past performance in running large shows.
- Adequate resources (personnel, facility, finances)
- Geographic diversity (the hope is that these Championships will be offered in different places in different years, to help ensure accessibility to a diverse set of members.)
- Quality enhancements (e.g., how they are going to make it special).

To help support the Championship Shows and encourage organizers to step forward in all three parts of the country, USAWE proposes to allocate \$2000 annually for each (Western, Central, and Eastern WE Championship), with funding sent to the championship organizer upon receipt of all required post-competition documentation (results, evaluations, etc.).



## **PART 2 – Changing the leaderboard score calculations**

Based on member feedback, we are proposing the following changes to how leaderboard points will be calculated, effective December 1, 2021.

- 1) Using the current score conversion system for Dressage, EOH, Speed, and Cattle scores, the sum of the horse/rider's **4 highest scores (points), from a minimum of 2 different judges** will be used to determine standings. **Beginning in 2023, scores must come from a minimum of 3 different judges.**
    - The rationale for reducing the # of scores from 6 to 4 is that doing so helps level the playing field, making it more possible for members from regions without very many licensed competitions to have a chance to earn National High-Point Championship recognition.
    - The rationale for requiring that scores be earned under different judges is that doing so will help ensure that points earned are reliably representative of a horse/rider pair's consistent performance. The task force recommends starting with a requirement that scores be earned under two judges, then increasing the number of judges to three in the following year, to enable show organizers and competitors time to make adjustments as needed.
  - 2) Ties will be broken by Dressage and EOH percentage totals.
  - ~~3) Zone championship scores will not count toward leaderboard standings.~~
- Secretary's NOTE. Item 3) above was struck by the Board when approving this proposal.*

## **PART 3 – Elevating the recognition of those who top the Leaderboards**

An important part of this proposal is the intention to elevate the recognition and standing of those at the top of the Regional and National Leaderboards. Currently, those on the USAWE Regional and National Leaderboards are recognized by their rankings, but are not called or recognized as Champions, Reserve Champions, and so on.

We are proposing changing this such that the horse/rider pairs at the top of their respective levels (Introductory through Masters) and divisions (Youth, Amateur, and Open) would be awarded the title of Regional and National High-point Champion and Regional and National High-point Reserve Champion. This title would be accompanied by high-quality awards suitable for these substantial accomplishments.

**Board Discussion on Part 1** of the proposal included clarification about who would be on the Selection Committee. It was clarified that the selection committee would include the Competitions Chair as well as regional directors from the respective regions (which feed into the Zones), with regional directors who are also submitting a bid to host the Zone show recusing themselves from the selection process.

**Board Discussion on Part 2** of the proposal focused on the rationale for excluding points earned at Zone Championships from counting for Regional and National Leaderboard points. There was strong feeling among Board members who spoke that points earned at the Championships should count toward Leaderboard standings.

**Board Discussion on Part 3** of the proposal focuses on suggestions related to how to structure the three Championships.

### **Julie Alonzo, Secretary, made a motion to:**

**Motion:** Approve the revised Championship Show Structure presented to the Board in advance of this meeting with the following modification: For Part 2 – **allow** points earned at the Eastern, Central, and Western Championships to count for Leaderboard standings.

Motion was seconded by Alex Tyson, R5 Director.

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



### **TREASURER'S REPORT**

Prior to the meeting, Erin O'Shaughnessy, Treasurer, had provided the Board with detailed Balance Sheet and Profit and Loss Report (on the Board's Google Drive folder). That information is summarized here, for ease of access.

July Financials and Bank Reconciliations have been uploaded to the Google Drive.

#### Financial Summary

US Bank Checking Account Current Balance	\$ 8,144.60
PayPal Account Current Balance (8/22/21)	\$22,477.18
Net Income July 2021	\$1,898.08
Net Income YTD	\$9,353.27

Comments: Income was Membership dues/horse recording, show licensing fees and some Breed Award sponsorships. Expenses were payments to clinicians, banner orders, postage and regular Google suites fees.

Submitted electronically.

Erin O'Shaughnessy  
8/22/21

### **USAWE MERCHANDISE**

At the meeting, Kiki Pantaze, Chair of the Marketing Committee, shared some additional information about USAWE-themed merchandise that she is exploring:

<https://www.corporatecasuals.com/>

**President Leslie Martien adjourned the meeting at 7:56, Mountain Time.**

Minutes submitted by Julie Alonzo, USAWE Secretary