



### USAWE Board Meeting Minutes

**Meeting Date:** November 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       | Treasurer                         | Erin O’Shaughnessy |
| President Elect       | Barbara Price        | At Large Director 2               | Doreen Atkinson    |
| Secretary             | Julie Alonzo         | R2 Director                       | Robin Bond         |
| At Large Director 1   | Trisha Kiefer-Reed   | R3 Director                       | Cindy Branham      |
| R1 Director           | Kristine Strasburger | 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 = 7. Quorum was established.

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

- Kiki Pantaze, R4 Director
- Robin Bond, R2 Director
- Doreen Atkinson, At-Large Director 2

**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, R1 Member & Ethics Committee Chair
- Chris Stanko, R3 Member
- Olga Hendrickson, R3 Member
- Kris Blacklock, R5 Member
- Sandy Klinkey, R5 Member
- Becky Sherven, R5 Member
- Stephanie Hayes, R6 Member

**President Martien called the meeting to order at 6:02 PM, Mountain time.**

**WELCOME NEW (AND RETURNING) BOARD MEMBERS**

President Leslie Martien welcomed new and returning board members to the Board. Welcome, President Elect Olga Hendrickson, At-Large Director 1 Trisha Kiefer-Reed, R1 Director Heather Humelbaugh, R3 Director Chris Stanko, R5 Director Becky Sherven, and R7 Director Rebecca Algar.



### ***YOUTH DEVELOPMENT COMMITTEE***

The number of people participating in the sport of Working Equitation will need to continue to grow in order for the sport to thrive in the U.S. Despite the large number of members we have at the end of USAWE's first year, the number of youth members is still relatively small. In order to increase the youth membership and participation, USAWE will need to make a greater effort to reach out to, encourage, and support our young riders.

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

**Motion:** Form a Youth Development Committee with the purpose of creating both educational opportunities and financial incentives (scholarships, reduced show and clinic fees) for our youth riders, with the following initial committee members: Alex Tyson, Olga Hendrickson, Shannon Rowe, Kasey Riddle, and Melissa Main. With Alex Tyson as Chair.

Motion was seconded by Barbara Price, President-Elect.

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

### ***UPDATING POLICIES & PROCEDURES MEMBERSHIP SECTION ADDRESSING INTERNATIONAL MEMBERS***

The Policies and Procedures Manual has been updated to address international members, clarifying that they have all the same benefits as members residing in the United States with the following differences: only U.S. residents may vote or serve on the Board of Directors.

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

**Motion:** Approve the amended Policies and Procedures Section 2.8.

Motion was seconded by Rebecca Algar, R7 Director.

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

### ***RULE REVISION***

This is a follow-up from a series of email exchanges related to the age of horses for competition. Jeanne Bond, on behalf of the Competitions and Rules Committees, is asking the Board to approve of two rule changes. The first is to change the dates of the competition year.

One Board member questioned how we determine the age of a horse, particularly for unregistered horses whose actual age may not be known. A Board member indicated that in the northern hemisphere, horses traditionally change their age as of January 1 and indicated that she thought it made much more sense to have the competition year begin on January 1. It



was clarified that a horse born in 2017 would be officially considered 4 years old on January 1, 2021.

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

**Motion:** Change the Competition Year to January 1 – December 31. (The 2022 competition year would be 13 months, from Dec. 1, 2021 through Dec. 31, 2022).

Motion was seconded by Leslie Martien, President.

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

The second is to change the age requirements for horses to compete at different levels. In the current rulebook, 4-year-old horses are allowed to compete in Intro (L1) and Novice A/B (L2/L3), and 5-year-old horses are allowed to compete in Intermediate A/B (L4/L5). The proposed change shifts those ages back at some levels.

**Rationale:**

- Protects horses from being pushed too quickly into Speed or Cattle trials, or upper-level movements when they could be actually much younger than their “official” age.
- A horse could be officially 4, but in fact be 3-1/2 or less depending on their actual birthday.
- The welfare of the horse is our paramount concern.

One Board member spoke against the proposal, citing her belief that riders/trainers/owners were in the best position to determine when their horses were ready to compete at a given level. She indicated that it is her belief that limiting young horses to the lower levels is ridiculous. Two other Board members added their agreement.

Another Board member indicated that she had seen young horses over-faced at WE competitions. Another member of the Board shared her impression that starting horses too early / too hard can cause damage, but indicated that she thought that this rule change wouldn't “fix” the issue that is an issue in the horse industry in general, of starting horses too early and pushing them too hard.

One Board member suggested modifying the proposed change to allow 4-year-old horses to compete in Introductory (L1) and Novice A (L2), as a compromise. Two other Board members indicated their support of this modification.

A Board member suggested that the issue could be better addressed through better course design providing longer lines between obstacles, etc.



It was suggested that if Judges took a really active role in ensuring that horses are not over-faced, it would resolve the issue. Several Board members indicated that they thought that the more appropriate place to address the issue is for Judges to comment or disqualify horses that are being over-faced.

Another Board member cautioned against trying to legislate horsemanship.

It was suggested that the rule change proposal was being suggested as a way to safeguard the well-being of horses.

A counter-point was made to share the thought that transitions and bending work are how you prepare an athlete for a successful athletic career.

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

**Motion:** Change the age requirements to the following: **4 years old** at the beginning of the competition year to participate in **Introductory (L1)** or **Novice A (L2)** level. **5 years old** at the beginning of the competition year to participate in **Novice B (L3)** and **Intermediate A/B (L4/L5)** levels. **6 years old** at the beginning of the competition year to participate in **Advanced (L6)**, and **Masters (L7)** levels.

Motion was seconded by Kiki Pantaze, R4 Director.

➤ **The motion passed with 7 in favor and 3 against.**

#### ***WAYS IN WHICH USAWE CAN PROVIDE SUPPORT FOR EVENTS***

Robin Bond, R2 Director, asked if there was a way USAWE could support events such as the Art of the Cowgirl event. She indicated that she is planning to hang the USAWE banner, provide USAWE brochures, and run a video loop. She indicated that she thought it would be a good idea for USAWE to create a video to share with people attending events to provide continuity, quality material, etc.

Alex Tyson, R5 Director, indicated that her Michigan group has been hosting an informational booth and demos at their state expo. She agreed that having a video loop playing would be a great addition. Prize drawings, and having an available clinic schedule for people to sign up to participate is also helpful.

Doreen Atkinson, At-Large Director, mentioned that Stephanie Hayes, from R6, has just finished a very successful informational booth at a large horse expo, and that Chris Stanko has done a great job at expos for many years in the Colorado area.

Rebecca Algar, R7 Director, encouraged the use of pictures / posters / lots of visuals to highlight all four phases.



Julie Alonzo, Secretary, encouraged the Board to come up with a plan and a budget for future such events to make sure that the organization is doing its part to support those who are hosting booths at expos and ensure that the same level of support is offered to the general membership as to members of the Board for expo / promotional opportunities. Barbara Price, President Elect, indicated that this is one of the things on her list of priorities for the coming year.

**AMAZONSMILE CHARITABLE ORGANIZATION DONATIONS PROGRAM**

Kristine Strasburger, R1 Director, brought an idea to the Board for consideration. People can generate donations for USAWE at no cost to USAWE or to themselves. Anyone can shop at smile.amazon.com, and Amazon will donate 0.5% of eligible purchases to their favorite charitable organization—no fees, no extra cost.

In addition, once USAWE is enrolled in the program we will have access to our own marketing banners pre-loaded for one-click opt-in to post on our website, in newsletters, on Facebook and on Twitter. This makes it easy for people to designate USAWE to receive the donations while shopping on Amazon.com without needing to shop via a special link.

This is money waiting to be claimed without any obligations on the part of USAWE.

PROCESS: USAWE needs to set up an AmazonSmile charity account, connected to make donations via ACH to our bank account. We will want to wait to establish this until after opening a secondary bank account at the time of the board changeover. The secondary bank account has already been suggested to insulate our assets by our Treasurer, Erin.

**Kristine Strasburger, R1 Director, made a motion to:**

**Motion:** Authorize the set-up of an AmazonSmile charity account.

Motion was seconded by Leslie Martien, President.

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

**TAX JAR APPROVAL**

Kristine Strasburger, R1 Director and Website Chair, brought a motion to the Board for consideration.

She requested board approval to pay for the sales tax monitoring and filing service provided by TaxJar. TaxJar works seamlessly with the new USAWE *WooCommerce* store. It provides all of the reporting we need for our accounting, notifies us when we are approaching economic nexus in each state (letting us know when we need to file for each state's tax account), and auto-files our state sales taxes.



**COST:** The cost is \$99/month or \$1069/year for the Professional Plan with monitoring and auto-filing of sales tax returns. Paying for the year will save the organization \$119 per year in fees.

Discussion included clarification that sales tax has to be collected / paid in the states where the merchandise is being purchased. Board members indicated that it's important that the Board promote the opportunity to purchase USAWE-branded merchandise.

Another option is not to sign up for a yearly subscription but instead to go on a monthly basis to enable us to evaluate the program / its value to our organization.

A Board member brought up the importance of having USAWE-logo branded items available to our membership. Another member of the Board indicated that this is a marketing issue and something worth allocating some funding for.

The Board thanked Kristine for her hours and hours of work getting the store set up, researching the tax laws and solutions, etc.

**Kristine Strasburger, R1 Director, made a motion to:**

**Motion:** Authorize contracting with TaxJar for sales tax monitoring and compliance at the monthly price of \$99/month and renew each month for as long as we need their service.

Motion was seconded by Julie Alonzo, Secretary.

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

#### **LICENSED OFFICIALS COMMITTEE**

Christy Reich, Co-Chair of the Licensed Officials Committee, made the following motion.

**Doreen Atkinson, Co-Chair of the Licensed Officials Committee, made a motion to:**

**Motion:** Remove Kat Walters from the Licensed Officials Committee, at her request, and appoint Leslie Martien to that committee in her place, effective immediately.

Motion was seconded by Rebecca Algar, R7 Director.

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



### **AWARDS COMMITTEE**

Leslie Martien, brought the following motion to the Board on behalf of Erin Leal, Chair of the Awards Committee, who was unable to participate in the Board meeting tonight.

At this point, Erin Leal has had the opportunity to meet with three people and is continuing to meet with others as their schedules will allow, with the intention of bringing forward more suggested names of people to be added to the committee in the future.

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

**Motion:** Appoint Lori Fisher, Barb Sullivan, and Lynn Maloney to the Awards Committee, effective immediately.

Motion was seconded by Robin Bond, R2 Director.

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

Kiki Pantaze, R4 Director, brought up a question about the awards being purchased for the 2021 Regional and National Awards, indicating that she thought that the awards might not align with what had been voted on during the merger process. Julie Alonzo, Secretary, agreed with Kiki that it was important that we provide the awards we had advertised (Doreen Atkinson, At-Large Director clarified that an embroidered prize is what we had advertised originally). Apparently, the website indicates that the awards committee will select the awards. The Board noted that this needs to be followed up on to ensure that the awards given will match what was advertised during the merger process.

### **TREASURER'S REPORT**

Treasurer Erin O'Shaughnessy brought three matters to the Board for consideration and approval. She suggested that USAWE open three new bank accounts:

Account #1 - to prevent our General Fund Operating account from being compromised if we are the victim of fraud with any online/E Commerce type transactions where we are giving our account information to others. That way if there is fraudulent activity, not all of our funds are at risk. Most business accounts must report fraudulent activity within 24 hours to be covered by the bank's insurance.

Account #2 - again not to have all of our funds in an operating account and potentially earn a little bit of interest.

Account #3 - if a donor makes their funds restricted to certain uses, we are obligated to meet that requirement. Such as the funds coming from WE United that are restricted to use by Youth for scholarships. This will make it more clear on our financials that this account's balance is NOT available for general use.



Discussion included: In general, this is probably a good idea. In general, Money Market accounts can be “bundled” with the checking account, for federal FDIC insurance. This proposal should help protect the organization’s assets.

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

**Motion:** Authorize the creation of 3 new bank accounts as of December 1, 2021 when the new President and President Elect take office. One account to be a regular checking account to be used for E-Commerce related transactions. Second, a basic Money Market account to house the majority of our funds, to then be transferred to the checking account(s) as necessary to pay bills. Third, another Money Market Account to hold any restricted funds that may have been donated.

Motion was seconded by Rebecca Algar, R7 Director.

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

**Treasurer Summary Information (from the summary report shared in advance with the Board in preparation for the 11/21/21 Board meeting.**

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

Financial Summary

|   |             |
|---|-------------|
| US Bank Checking Account Current Balance  | \$7,785.89  |
| PayPal Account Current Balance (11/20/21) | \$30,157.66 |
| Net Income October 2021                   | \$624.71    |
| Net Income YTD                            | \$15,140.92 |

Comments: Income was Membership dues/horse recording, show licensing fees, Breed Award sponsorships and LOC WE-binar registrations. The Other Ordinary Income is the cash back from our PayPal Debit card used mostly for the Banner purchases for the AOs. Appeal fee was received for an ethics complaint.

Expenses were banner orders, and regular Google suites fees, Mail chimp, and PayPal processing fees. Onetime expenses were the fee paid to Claudia Matos for a seminar, State of Colorado Sales tax application fee, and Membership expense for 2021 Election to Simply Voting,

Submitted electronically.

Erin O’Shaughnessy, 11/20/21





### **REQUEST FOR TRANSFER OF WEBSITE HOSTING TO “INMOTIONHOSTING”**

Kristine Strasburger, R1 Director and Website Chair, brought a motion to the Board for consideration.

In order to meet the increased demands of our website functionality with our new online Newsletter web format and new online Store; including making our website faster to load and more responsive in all regards, we need to move to a more robust hosting site designed to handle this kind of content.

Given our site is a bit large for a WordPress site with a store, the InMotionHosting WP-3000S provides faster hosting. It is set up to handle ecommerce and a site like ours well. Their lower plan options would load the site slower and not accomplish our goals of improved functioning.

COST: Prepaid for 1 year is \$155.88 (\$12.99/month), 2 years is \$143.88 (\$11.99/month), 3 years is \$131.88 (\$10.99/month). Backup Manager service additional \$72 (\$2/month) for first 10GB, additional \$1/month per additional 10GB storage. Total cost immediately: **\$467.64**

#### **Kristine Strasburger, R1 Director, made a motion to:**

**Motion:** Authorize contracting with InMotionHosting for website hosting at the 1-year contract price of \$155.88, plus automatic Backup Manager service at the 1-year contract price of \$24 (\$2/month) with additional storage space purchased as needed and renew annually provided the service is satisfactory.

Motion was seconded by Kiki Pantaze, R4 Director.

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

### **PROFITS GENERATED FROM SHOP SALES - DESIGNATED TO USAWE YOUTH DEVELOPMENT PROGRAMS**

Kristine Strasburger, R1 Director, brought a suggestion for the Board’s consideration.

Our new logo merchandise Shop is expected to generate income above operating costs over time. With the long-term goal of increasing participation in the sport of Working Equitation, it is in USAWE's best interest to provide opportunities to help young people become involved in the sport. Using surplus income generated by our Shop to fund more Youth participation opportunities is something I believe most of our members will feel good about supporting.

PROCESS: The Youth Development Committee needs to develop the programs, opportunities, and processes to oversee the use of these funds. Then, the Treasurer needs to develop the accounting process for determining what the actual profits are, and when they can be available for distribution to the program.



**Kristine Strasburger, R1 Director, made a motion to:**

**Motion:** Designate 100% of the profits generated by the sale of products in the USAWE shop to the USAWE Youth Development Program, to be overseen and managed by the Youth Development Committee.

Motion was seconded by Robin Bond, R2 Director.

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

**Kristine Strasburger, R1 Director, made a motion to:**

**Motion:** Approve the launching of the USAWE online shop.

Motion was seconded by Robin Bond, R2 Director.

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

**President Leslie Martien adjourned the meeting at 8:28, Mountain Time.**

Minutes submitted by Julie Alonzo, USAWE Secretary.