



USAWE Committees Meeting Minutes 12.7.2022



Meeting Date: Wednesday, December 7, 2022

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

Meeting Frequency/Modality: Monthly via Zoom

Agenda: eMail sent 12.6.2022 12:22 PM PST by President Olga Hendrickson

Minutes: The 3.8.2023 Minutes were e-approved 12.11.2022 and posted to the USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Committees folder

NEXT MEETING – 5:00 PM PST Wednesday January 25, 2023 via Zoom. Rescheduled to January 26, 2023

Committee Chairs (Coordinators) / Task Force Chairs		Attendance	
		Present	Absent
Affiliate Organizations (coordinator)	Kristine Strasburger	P	
Awards	Bridgett Klinger		A
Coaches Network	Trisha Keifer-Reed		A
Competitions	Becky Sherven	P	
Elections (coordinator) 2022 election	Bridgett Klinger		A
Ethics	Dan Dahlke	P	
Financial Oversight	Leesa Nero	P	
Horse Recording	Mindy Finelli	P	
International Competition Task Force	Kellee Campbell	P	
Licensed Officials (co-chair)	Christy Reich		A
	Doreen Atkinson	P	
Marketing	Kiki Pantaze	P	
Membership	Kate Steffes	P after roll	
Rules	Jeanne Bond	P	
Website and Email (coordinator)	Kristine Strasburger	P	
Web Developer	Adrienne Ray		A
Youth Development	Alex Tyson		A
Executive Committee			
President	Olga Hendrickson	P	
President-Elect	Doreen Atkinson	P	
Secretary	Kris Blacklock	P	
Treasurer	Erin O'Shaughnessy		A
Director At-Large 1	Trisha Keifer-Reed		A
Director At-Large 2	Stephanie Hayes	P after roll	
Regional Directors			
R1 Director	Heather Humelbaugh	P	
R2 Director	Robin Bond		A
R3 Director	Chris Stanko		A
R4 Director	Kiki Pantaze	P	
R5 Director	Becky Sherven	P	
R6 Director	Karen Miller	P	
R7 Director	Rebecca Algar		A

Current # of Committee Mtg members = 17. # of members in attendance = 11.

Current # of Board of Directors = 13. # of BOD in attendance = 8.

USAWE Committee Members in attendance after meeting started:

Kate Steffes, Stephanie Hayes

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

Julie Alonzo (R1)

Meeting started at 5:03 PM and ended 6:00 PM Pacific time.

Items Discussed

- Purpose of Committee meetings.
- Invitation to Committee Chairs to attend BOD meetings.
- What budget allocation is needed?
- Job descriptions/processes (duties, timelines, deadlines) - to be kept on file and reviewed annually to assist with recruiting, training, fill in and service level consistency should there be a change in Committee Chair.
- Share what's happening in Committees: On-going projects, ideas, successes, frustrations, staffing requirements.

Olga welcomed participants to the first informal Committees Meeting convened to touch base with each committee chair. Doreen asked for a short synopsis of current committee status

Rules – Jeanne stated it's a seasoned and stable committee of (5) members who are extremely busy three months of the year followed by a winter solstice. Committee is sufficiently staffed. No budget; none needed. Will be submitting proposal to BOD on revising the rules approval process.

Membership – Kate shared this committee currently has no set meetings and have a team of (3) who process memberships (of which two volunteer one day each) and (1) volunteer who processes horse recordings. Need volunteer assistance. No budget; none needed. Have a few membership glitches to workout. Planning a membership campaign. Unsure how to track annual membership growth/decline. Currently don't have numbers that compare previous membership data. Julie recommended looking at the time stamp on membership records to compare 2022 with 2023 membership data. Meeting attendees recommended surveying non-renewals to determine why they left. Olga suggested comparing 2021 membership to 2022. Kiki recommended asking Regional Directors why members didn't rejoin. Heather suggested surveying new people why they joined as one may get a poor response surveying folks who have left and washed their hands of organization. Olga expressed it's important to find out why people left. Kate shared the membership form has a space for new members to share how they heard about USAWE.

Competitions – Becky indicated this committee is stretched thin with (4) members. No budget; none needed. Committee has a training document and members have specific duties: (3) members process show licensing; (1) member helps with projects (as needed) i.e., show manager guide; schooling show guide. Time is also spent on updating the Competition Manual due to rule changes. Committee meets twice a month via zoom; chat regularly (phone and email). Recruited (2) additional members and will be submitting a motion to BOC for committee appointments.

Marketing – Kiki indicated this committee previously met weekly; however currently not meeting. Kiki creates graphics, Jody solicits news articles and distributes the newsletter/eBlast, Kristine monitors the website and email setup, Adrienne is the web developer (fixer) and Kellee/Kiki posts social media. Committee will be submitting a BOD proposal to split into two: Marketing and Communications (each with a new chair as Kiki is stepping down). The USAWE store (launched a year or two ago) was difficult to manage and is currently shutdown. Committee is looking for a new company that can create/handle USAWE promotional item orders. Doreen recommended this committee develop a working budget.

Kate asked *What support is given to promote working equitation at large equine events? Does USAWE rely on local AOs to spread the word and man a booth?* Kiki, stated there currently is no \$\$ budgeted; Committee can look into developing a promotional budget and creating an application form for promotional event monies.

Karen asked what marketing materials USAWE has to offer as there's interest in R6. Kiki explained Marketing has tri-fold brochures, pins, post it notes, chap stick, etc. Kiki will send email to inform BOD what marketing materials are currently available. Olga indicated show organizers would also like to know about brochures and other promotional items (Competitions can provide show organizer names/email addresses).

International Competition – Kellee stated this is a new committee of (5) members tasked with creating a costume for USAWE to compete in competitions and fleshing out the concept of how to develop and select an international team. Committee will need budget for 2023. Committee solicited feedback (email and social media) as to who's interested in being considered for a USA team comprised of youth and adults and received a decent response. Committee will be meeting to determine frequency of meetings and framework. 2023 will likely will start with domestic competitions that offer a chance for



USAWE Committees Meeting Minutes 12.7.2022



individuals to compete under pressure as a team; 2024 to have invitational competitions held in US with invitation to other countries (i.e., Columbia), then by 2025 begin to move out to bigger competitions; goal is for 2026 to have an International Team. Key to remember – this committee is not concentrating on holding a one-time 2026 International event. Instead, the primary goal is to develop a perpetual program that develops a competition pool comprised of youth and adult rider-horses.

Affiliate Organizations - Kristine shared this committee hosted informal quarterly networking hour-long meetings that were well attended by AOs. Budget - AOs pay a \$50 annual fee. Based on participant feedback, the meeting will change date/time in 2023 to allow more AOs to attend. Focus is on building friendships, connections, a 'we're in this together supporting each other' attitude. A Spring Task Force (Jan-Mar) created AO resources that were posted to the AO page of USAWE.org website. Committee plans on developing a library of resources for AOs. AO Coordinator has been making personal direct phone calls to AOs (at least once per year) to touch base and ask for feedback. New AOs receive a personal call to welcome them and answer any questions. This group encourages AO members to become a TD to support their local AOs licensed shows. AO Coordinator would like to develop a mentoring program for AO coordinator successor. For 2023, Kristine is currently streamlining the AO renewal process (application, remitting payment and collecting W9s) and will be sending out AO invoices; previously this was difficult to track PayPal payments as there is currently no distinguishing fee difference to indicate AO payments. Kristine will be recommending the BOD consider making the AO fee a price that no other committee is using. If 2023 fee is unpaid, AO will be removed from website in 2024 as it's extra work to remove and re-add mid-year.

Jeanne is interested in what AO resources are available as R6 and R7 (after Eastern Zone Championship) has expressed a lot of interest in WE and creating new AOs which will in turn increase new members. Jeanne asked *Are there any resources on how to best structure and AO? What other resources do seasoned AOs offer? Are there any shared lessons learned?* Kristine indicated the committee will be working on additional resources during their 2023 Spring Task Force meetings.

Financial Oversight - Leesa indicated she can connect with Kristine, AO Coordinator, to establish protocol for AO invoicing and income/expense bookkeeping. She recommended for starters using a memo that clearly defines what income/expense item is for.

Olga reminded committee members that the BOD meeting is next week – Wednesday Dec 14.
Based on Committee Meeting member response, it looks like 5pm PST on the 4th Wed of month is good day/time to meet.

NEXT MEETING: 5PM PACIFIC, WEDNESDAY JANUARY 25, 2023

President Hendrickson adjourned the meeting at 6:00 PM, Pacific Time.

Minutes submitted by Kris Blacklock, USAWE Secretary