

To: USDF EXECUTIVE BOARD
From: USDF Staff
Date: February 10, 2011
Re: Staff Activities Report to the EB

EXECUTIVE DIRECTOR REPORT

USEF:

A formal agreement between USDF and USEF was signed on February 8th which Licenses USDF the right to develop and administrate the Dressage Seat Medal (DSM) “Qualifying System” for the Semi-Finals, and the “Semi Finals”. USEF continues to administrate the Finals. The Program as a whole will be jointly branded the USEF/USDF DSM Program, and the Semi Finals will be the USDF DSM Semi-Finals and the Finals the USEF DSM Finals. This is effective immediately.

Year To-Date Financials:

As of the end of January with two months left in the fiscal year, we continue to track favorable to the budget plan. While overall revenue is down for the year, expenses have been managed significantly under budget and we are currently in the black.

Web Project:

The Web Advisory Working Group is fully engaged and is providing valuable input to staff on a number of initiatives that are in the prototype stage. The first initiative, which went live on February 7th, enhances the ease of member login. Members now have the choice of using a USDF membership number, a unique email address or a user name of their choosing. After the initial login set up, a member will no longer need to use their specific member number. Graphically, the login button is more prominent, which will hopefully remind members to login and reduce frustration caused by not realizing when a login is required.

e-TRAK:

We are continuing to improve both the look and usability of the site. One significant improvement was making it user friendly for different browsers. Currently there are 960 pieces of educational material which includes video, audios, articles and links to partner content. A new initiative is the development of Educational Modules linked to e-TRACK. Members who complete these modules will be eligible for university credits. Each module will take about two-three hours to complete, will have a short quiz and be worth .25 University credits. Sample titles included:

- **Competition 101**; module consists of one video, five articles and three PDF documents
- **Seat and Position**; modules consists of five videos, two articles and three audio recordings
- **Nutrition and Supplements 101**; modules consists of two articles and six PDF documents and links to additional material

ADMINISTRATION

- The followings items have been posted on the USDF Web site:
 1. BOG Committee Reports – posted December 8, 2010
 2. Revised Committee Chair Timeline – posted January 13, 2011
 3. Draft BOG Meeting Minutes – posted January 14, 2011
 4. EB Meeting Minutes Edited for the Web site – posted January 17, 2011
 5. Revised USDF Bylaws – posted January 18, 2011
 6. Revised USDF Policies and Procedures – posted January 27, 2011
 7. February 2010 Staff Activities Report – posted February 28, 2011

- The listing of Executive Board members was updated on the USDF Web site and in *USDF Connection*.
- Liaisons worked with their committee chairs to finalize 2011 committee rosters.
- Liaisons sent a thank you letter, Committee Chair Timeline, and the letter from George Williams outlining the Committee's goals and objectives to continuing Committee Chairs. New Committee Chairs received the timeline and letter from George, along with a welcome letter, the Committee's BOG Report and budget. Thank You letters and the Committee Chair Timeline were also sent to continuing Committee members. New Committee members received a welcome letter and timeline. All outgoing Committee Chairs and members received a thank you letter and certificate for their service.

Nominating Committee:

- Following the 2010 convention, notification letters were sent to all GMOs that lacked representation at the 2010 BOG meeting.
- An ad soliciting PM delegate nominees was prepared and approved by the Committee Chair. The ad is scheduled to appear in the February and March issues of *USDF Connection*. The February E-news will include a section requesting PM delegate nominees for each Region as well.
- The 2011 PM Delegate Acceptance Form was revised, reviewed and approved by the Nominating Committee.
- An email correspondence was sent to the Nominating Committee Representatives on January 12, providing them the number of PM delegates that their Region was permitted to elect in 2011, and to request that they begin putting together a list of nominees.
- The "Nominating Process" page under the "Governance" heading on the USDF Web site was updated to reflect current information for 2011. To view this page, [click here](#) .
- As of February 1, the USDF office has received:
 - 1) 14 PM delegate nominees for Region 1
 - 2) 11 PM delegate nominees for Region 2
 - 3) 16 PM delegate nominees for Region 3
 - 4) 6 PM delegate nominees for Region 9
 - 5) Regions 4, 5, 6, 7, and 8 have not submitted nominees at this time.

MARKETING

Merchandise:

We have begun pre-selling the On The Levels (OTL) DVD and a press release has gone out.

We launched our "after Christmas" sale in the yearbook issue of *Connection* to liquidate the remainder of the WEG merchandise.

Our big sales push for spring will be the new OTL. We plan to promote OTL through our marketing partners, and partner organizations, as well as our GMOs. In addition, we will promote through Facebook/Twitter, dressage forums online, and will contact Equestrian Life to see what kind of promotion we can do through their site to drive people to our online store for ordering.

Revisions to the Certified Instructor Teaching Manual should be complete within the next month.

Ads and Marketing:

Education Membership (EM) Web banners are going up on external sites including DT, Practical Horseman, various dressage sites and the USPC site.

New Education Membership ads are going up on the press page for GMOs and show managers to download for print publications.

USDF Connection:

The post office has announced a 1.5 percent increase in postage rates. We budgeted for 10 percent and are under budget on printing and postage year to date, due to decreased paper costs, so this should not have a major impact.

MEMBERSHIP

GMO Update (as of January 31, 2011):

- River Region Dressage and Combined Training Association (Region 3) is a new GMO which has started its affiliation with USDF this year.

- The following GMOs have confirmed that they will either be inactive for the 2011 membership year or have dissolved:
 - Montgomery Area Dressage & Combined Training Association (Region 3) – dissolved, effective December 31, 2010.
 - South Dakota Dressage Society (Region 4) – inactive for 2011, changing focus to include more disciplines.
 - Charles River Dressage Association (Region 8) – inactive for 2011.
 - Little Egypt Dressage Association (Region 2) – inactive for 2011

GMO Affiliate Verification Form Update:

- The GMO Affiliate Verification Form, which is required to be submitted by GMOs to USDF annually, was due in the USDF office by December 1. GMOs who do not submit the form by the deadline have their listing removed from the USDF Web site. The deadline to submit this form to the USDF office for 2011 was extended to February 1, as the majority of GMOs had not submitted the form by December 1.
- An e-mail was sent by USDF staff to the president of each GMO who had not yet submitted the form, requesting that the form be submitted by the extended deadline of February 1. Staff then followed up with a phone call to each of the presidents, reminding them of the extended deadline and the consequences of not having the form submitted by the deadline.
- GMOs have been reminded about the form through communications from the USDF office and have been contacted by the GMO Committee. 27 GMOs have not yet submitted the form for 2011. These GMOs will be taken off the website.

COMPETITIONS

- Effective February 2011: The Competition Contact e-news is now being sent out as a link from the monthly Member USDF e-News instead of a separate distribution. This will reduce the amount of email being sent out from USDF and help control spam issues.
- We are researching quotes for developing a freestyle bar lapel pin per our members request.

EDUCATION AND SPORT PROGRAMS

Adult Clinics:

- Region 6 will host the final clinic of the current series featuring Charlotte Bredahl in March.
- Lilo Fore has signed a Letter of Intent for the next series.
 - The following are confirmed dates for future clinics:
 - Region 8; October 22-23, 2011
 - Region 4; November 3-4, 2011
 - Region 5; April 21-22, 2012

- Advertising will start in April for the new series.

Convention Education Sessions:

Proposals are being accepted for education sessions in San Diego. They will be reviewed and presented to the EB at the spring meeting.

Instructor Certification Program:

- Work has begun to develop the new level of faculty.
 - Potential faculty have been identified
 - An invitation/letter is being developed
 - Training curriculum is being developed
 - The first training session is planned for October in New York.
- We have two final exams scheduled this spring:
 - Region 9; Marion TX
 - Region 1; Hilltop Farm, Colora, MD

Trainers Conference:

- Christoph Hess is interested and available to conduct the conference on January 16-17, 2012.

Continuing Education Program for Judges and USDF “L” Graduates:

- Dressage4Kids with organizer and instructor Margaret Freeman held an “Upgrade Your Judging Eye I” on January 30.
- Illinois Dressage and Combined Training Association (IDCTA), with organizer Jennifer Kotylo and instructor/speaker Sue Madden Mandas, was approved to hold a “Scoring, Impulsion and Submission” continuing education program scheduled for February 5-6.
- VADA and VADA/NOVA, with organizer Alison Head and instructor Linda Zang, was approved for “The 2011 Tests” continuing education program scheduled for April 23.

“L” Program Committee:

- New England Dressage Association (NEDA), with organizer Sally Davenport, held their "A" Session January 8-9, with Lois Yukins as the instructor. There were 30 "L" Participants and an estimated 40 auditors in attendance.
- STRIDE, with organizer Charlotte Trentelman, held their D2 Session January 8-9, with ten "L" candidates.
- Dancing Horse Farm, Inc., with organizer Lori Aman, held their "A" Session January 22-23, with Sandy Howard as the instructor. There were 30 "L" Participants and an estimated 30 auditors in attendance.
- Oregon Dressage Society (ODS), with organizer Ed Miller, held their "A" Session January 22-23, with Janet Foy as the instructor. There were 30 "L" participants and an estimated 65-70 auditors in attendance.
- Kansas City Dressage Dancing Horse Farms (KCDS) had to re-schedule their "B" and "C" Session due to inclement winter weather. The new dates for the "B" Session are February 26-27, 2011. The "C" Session will now be held March 26-27.
- Oklahoma Dressage Society, with organizer Anne Kuhns, was approved to host a Part 1 starting July 23-24, 2011.
- A press release was sent out January 19, 2011, announcing 20 "L" graduates and ten "L" graduates with distinction from 2010.

*Note: Part 1 (Sessions A-C) of the "L" Program has a maximum of 30 participants allowed with additional silent auditors welcome. Part 2 (Sessions D1 through Final Exam) has a maximum of ten candidates with no auditing allowed.

Historical Recognition Committee:

Formal copies of the 2010 Lifetime Achievement Award and Volunteer of the Year Award recipients' speeches, written and presented by George Williams, were mailed to the recipients, or recipient's family.

Youth Programs Committee:

- Planning has begun for the 2012 FEI Jr/YR Graduate program, January 15-16, 2012, in West Palm Beach, FL. Tentatively, the program will be held at the Crowne Plaza. The program will dove-tail with the Trainer's Conference which will be held on Monday and Tuesday.
- USEF has been notified that USDF will not have a representative in the 12-17 age group for the 2011 USEF Young Equestrians Advisory Program (formerly known as the USEF Youth Council). USDF's current representative (Mary Bahniuk Lauritsen) will represent the 18-21 age group for 2011. The Youth Programs Committee would like to initiate the nomination process soon to obtain representatives in both age groups for 2012.

FEI Junior/Young Rider Committee:

- To date, we have received 32 Declarations for NAJYRC, as compared to 20 in 2010, 19 in 2009 and 29 in 2008.
- Planning is underway for the 2011/2012 FEI Jr/YR clinic program. If your region is interested in hosting a clinic, please contact Erica Minks as soon as possible so planning can begin.
- To date, Regions 9, 4, 5, and 6 held clinics: We have had difficulty obtaining a clinician for Region 2 on the available facility dates, but are continuing to pursue a spring clinic.
- NAJYRC criteria will undergo changes this year in order to incorporate a mandatory USEF format for selection procedures.

Regional Championships:

Contracts for the 2011 Regional Championships are finalized.

Sport Horse Committee:

To date, we have 45 competitions that have applied. Our total for 2010 was 92. Series Finals scheduled for 2011 are as follows:

East Central –Majestic Farm Breed Show III, September 17
East Coast – Dressage at Devon, September 27-October 2
Midstates – Summer Fest Breed show – August 20
New England – NEDA Fall Dressage Festival – September 13-18
Northwest – Northwest Sport Horse Breeders Show II – September 4
North Central – Silverwood Dressage September – September 18
Rocky Mountain – Rocky Mountain Series – Sport Horse Breeders – September 22
Southeast – Waiting on an application from Sunshine Classic
Southern – Southern Sport Horse Breeders Show II – September 25
Southwest – No application received
West Coast – GAIG/Region 7 Championships – October 6-9
West Central – GAIG/Region 4 Championships – September

On The Levels DVD:

Final editing continues on this project. This will be a three disk set, featuring two views (one from C and one from E/B) with commentary by Gary Rockwell and one view with commentary with Lilo Fore. Lilo and Gary, along with the review committee (Lois Yukins, Marilyn Heath and Gerhard Politz) feel this is the best edition of this product to date.

Instructor Certification Strategic Planning Group (ICSPG):

This group continues to meet. They held a conference call in January, have one scheduled for February and are planning to hold a 'face-to-face' meeting if possible in Florida.

END OF REPORT