

To: USDF EXECUTIVE BOARD
From: USDF Staff
Date: March 30, 2011
Re: Activities Report to the EB

EXECUTIVE DIRECTOR REPORT

Sponsorship:

A new sponsor, FarmVet, has been signed to a two year agreement in support of the Adult Clinics. The deal includes cash and a 5 percent member discount to FarmVet products.

Web Development:

Phase one of the Web redesign has been completed. Some minor bugs were identified after going live, which have been fixed. Overall, the feedback has been very good and I believe we have made great strides towards improving the user experience.

Accessing the online Competition & Member Guide no longer requires a member login and is now available to all who visit the website. This will reduce member frustration and also supports our new initiative of treating the C & M Guide, not only as a member benefit, but also as a marketing opportunity.

The IT department is now working with Hensley, Elam, & Associates on designing a smart phone application for the popular sections of our Web site. This tool will allow users to access targeted information in a streamlined manner through their mobile device.

We are exploring a new online hosting opportunity for *USDF Connection* and the Competition & Member Guide, which will allow for viewing of the magazine on various mobile technologies, like the iPad.

Phase two of the Web redesign will bring the ability of users to customize the site to meet their personal needs and preferences.

For *e-TRAK*, online quizzes are being developed for the education modules and partnering opportunities are being explored to increase the content and enhance our members experience.

Financials:

As of February 28, with one month left in the fiscal year, overall we were tracking favorable to the annual budget plan. Revenue for the year is tracking behind plan but expenses have been managed significantly under budget, more than offsetting revenue shortfalls.

Symposium Presenters 2011:

The line-up of 2011 symposium presenters will feature the USEF High Performance National Coaching Staff including, Anne Gribbons -HP Technical Director, Debbie McDonald-Developing Rider Coach, Scott Hassler-Young Horse Coach, and Jeremy Steinberg-National Youth Coach. The site of the symposium will be the Del Mar Arena at the Del Mar Fairgrounds/Race Track facility.

ADMINISTRATION

An email was sent to the USDF Governance Representatives on March 1 to notify them of the numerous governance documents that have been posted on the USDF Web site since the 2010 convention.

Nominating Committee:

- The link to check the status of PM delegate nominee's in each region was sent to the Nominating Committee on February 17. A follow-up email was sent to the committee on March 9, listing the number of candidates that had accepted their nomination in each region, and the number of those that had not responded.
- An ad soliciting PM delegate nominees was included in the March issue of *USDF Connection*, as well as in the March E-news.
- The "Paper Ballot Request", will appear as a post-it note on the cover of the May issue of *USDF Connection*. The online voting dates and the contact information for requesting a paper ballot appear on the post-it.

- As of March 17, the status of PM delegate nominations is as follows. The deadline for nominations is April 15.
 - Region 1 = fifteen nominees, ten of which have accepted the nomination
 - Region 2 = thirteen nominees, five of which have accepted the nomination, one declined
 - Region 3 = sixteen nominees, five of which have accepted the nomination
 - Region 4 = four nominees, three of which have accepted the nomination
 - Region 5 = twelve nominees, eight of which have accepted the nomination, one declined
 - Region 6 = nine nominees, six of which have accepted the nomination
 - **Region 7 = one nominee, which has not accepted the nomination**
 - Region 8 = **20 nominees, one of which has accepted the nomination**, one declined
 - Region 9 = seven nominees, four of which have accepted the nomination, one declined

MARKETING

General:

RFD-TV has agreed to air former symposiums on their channel for no charge to USDF. We will announce programming details as they become available.

Merchandise:

Sales for March as of the 16th totaled \$7462.76 compared to \$3424.79 in 2010.

To date, we have received a total of 286 pre-orders for the 2011 On the Levels DVD and expect to have them available for shipping late April.

MEMBERSHIP

Participating Membership (PM) Renewal Activity:

- A PM renewal piece was included in the October 2010 issue of *USDF Connection* as a pull out. This method of renewal has advantages over sending direct mail as it allows the PM application to reach all USDF members, including group members (GM), and is more cost effective.
- Additional renewal reminders:
 - November 2010 – Renewal reminder in *USDF Connection* Heads Up section.
 - December 2010/January 2011 – Renewal banner on *USDF Connection* cover and half page renewal form.

- October 2010 – Targeted e-news to all expired PMs and business members (BMs).
- Members who renewed online by December 31, 2010, received 50 percent off a pair of SSG Digital Riding Gloves from Dover Saddlery.
- March 2011 – Targeted e-news to all expired 1-Year PMs, 5-Year PMs, and BMs.
- April 2011 – Half page renewal form in *USDF Connection*.
- Monthly E-news – Link to join/renew USDF membership in every e-news.

COMPETITIONS

- The Awards Committee held a conference call on March 1, 2011. Items discussed on the call included the following: Awards Committee goals, motions passed at the 2010 convention and wording to be included in the P&P's regarding the exception to the October 15 awards correction deadline.
- Updates to the winter 2011 issue of the Competition Contact were sent out via email to all competition contacts and technical delegates on March 18.
- The Dressage Seat Equitation Guidelines document was added to the Competition Management Forms page on the Web site and Competition Management Flash Drive.

EDUCATION AND SPORT PROGRAMS

Adult Clinics:

- The final clinic of the series featuring Charlotte Bredahl Baker took place on March 19-20, 2011. A complete summary of the series will be presented in April.

Instructor Certification Program:

- We have two final exams scheduled this spring:
 - Region 9; Marion, TX on March 18-19, 2011. We had five candidates for this final exam.
 - Region 1; Hilltop Farm, Colora, MD on April 1-3, 2011. We have six candidates confirmed for this final exam.
- Online quizzes are being developed in an effort to help candidates prepare for workshops and final exams.
- The USDF Teaching Manual is in the final stages of revision.

Trainers Conference:

- Christoph Hess has verbally accepted our invitation to be the featured presenter for the 2012 Trainers Conference.

Continuing Education Program for Judges and USDF "L" Graduates:

- CE Programs held in February:
 - Illinois Dressage & Combined Training Association (IDCTA), with organizer Jennifer Kotylo and instructor/speaker Sue Madden Mandas was held February 5-6. Eight "L" Graduates and seven auditors were in attendance.
 - Austin Dressage Unlimited, with organizer Carol Schmickrath & Marilyn Kulifay, and instructor/speaker Maryal Barnett, was held February 19-20. 21 participants and 48 auditors were in attendance.
 - Dressage4Kids held a one-day CE program with organizer Margaret Freeman and instructors/speakers Sarah Geike and Margaret Freedom on January 30. 37 participants were in attendance.

- Eastern States Dressage & Combined Training (ESDCTA), with organizer Kem Barbosa and instructor/speaker Linda Zang was approved to host a CE Program on December 3 and 4, 2011.

“L” Program Committee:

- New England Dressage Association (NEDA), with organizer Sally Davenport, held their "B" Session February 19 -20, with Janet Foy as the instructor. There were 29 "L" participants and 28 auditors in attendance.
- Kansas City Dressage Dancing Horse Farms (KCDS), with organizer Beth Springer, held their "B" Session February 26-27, with Debbie Riehl-Rodriguez as the instructor. There were 13 "L" participants.
- Oregon Dressage Society (ODS), with organizer Ed Miller, held their "C" Session January 22-23, with Trena Atkins as the instructor. There were 30 "L" participants and 70 auditors in attendance.
- STRIDE, with organizer Charlotte Trentelman, held their D1 Session March 12-13, with Marianne Ludwig. There were ten "L" candidates.
- Dancing Horse Farm, Inc., with organizer Lori Aman, held their "B" Session March 12-13, with Marilyn Heath as the instructor. There were 30 "L" participants and 15 auditors in attendance.
- New England Dressage Association (NEDA), with organizer Sally Davenport, was approved to host a standalone Part 2 beginning in May of 2011.
- The 2011 USDF "L" participant flash drive was updated and all "L" participants/candidates were notified of the new material through direct e-mails, "L" Education blog, USDF's Facebook and Twitter accounts, as well as being posted as a news release at www.usdf.org.
- The hard copy USDF "L" participant binder has been discontinued. The "L" participant flash drive is available through the USDF store for all "L" candidates, participants, and graduates. It provides automatic updates when inserted into a computer that has internet access.
- The 2011 Faculty and Organizer CDs were completed and mailed to all relevant parties.

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

Youth Programs Committee:

- Planning continues for the 2012 FEI Jr/YR Graduate Program, January 15-16, 2012, in West Palm Beach, Florida.
- The following Youth Team Competitions have been approved for 2011:
 - Region 1 VADA/NOVA Region 1 Youth Team Competition, July 23-24, 2011.
 - Region 3: Memphis in Springtime I, May 14, 2011.
 - Region 3: Ole South Dressage Classic, August 27-28, 2011.
 - Region 4: Dressage Lite, June 24, 2011.
 - Region 4: CDCTA USDF Region 4 Youth Team Competition, July 30, 2011.
 - Region 6: ODS Region 6 Youth Team Competition, August 12-14, 2011.
 - Region 9: Green Country Dressage Classic I & II, June 18-19, 2011.

FEI Junior/Young Rider Committee:

- To date, we have received 149 declarations for NAJYRC. This compares with a total of 150 received last year. Competitors can declare up until April 1. There are 70 Young Riders and 78 Juniors, in addition to one rider declared as both. The declared riders represent the regions as follows:

Region 1: seven Juniors, fourteen Young Riders, one declared as both
 Region 2: thirteen Juniors, eight Young Riders
 Region 3: six Juniors, seven Young Riders

Region 4: two Juniors, five Young Riders
 Region 5: eleven Juniors, seven Young Riders
 Region 6: six Juniors, three Young Riders
 Region 7: thirteen Juniors, fifteen Young Riders
 Region 8: twelve Juniors, six Young Riders
 Region 9: eight Juniors, five Young Riders

- Nearly 42 percent of the declared riders are new to NAJYRC.
- Declaration history by Region

Region	Junior 2008	Junior 2009	Junior 2010	Junior 2011	YR 2008	YR 2009	YR 2010	YR 2011
1	6	11	11	7	8	5	7	14
2	15	13	11	13	12	10	12	8
3	9	9	9	6	6	12	10	7
4	6	2	5	2	10	8	6	5
5	13	11	10	11	9	6	8	7
6	8	3	8	6	10	7	5	3
7	12	12	12	13	14	12	10	15
8	8	9	6	12	12	10	6	6
9	6	9	9	8	6	7	6	5
Total	83	79	80	78	87	77	70	70

- There have been five FEI Jr/YR clinics held in this fiscal year.
- **Reminder to Regional Directors that competitions have until April 30 to apply to USEF to be considered as qualifying competitions for the NAJYRC for 2012.**

Regional Championships:

The Regional Championship Committee held a conference call on March 9. One of the items addressed was a revision to the mission statement, to be presented in the committee report for the spring meeting. The committee also assigned a group to work on revising the host site application for 2013, the regional championship competition managers' summary, and the evaluation form used by staff and Regional Directors.

- Regional Championship Managers' conference calls in preparation for the championships, which have been held for the past two years, will commence in April.

Sport Horse:

- The number of 2011 USDFBC qualifying competitions currently approved is at 62. There were 90 competitions held last year. This time last year, 61 had been approved, so we are tracking to last year's numbers.
- The Sport Horse Committee held a conference call February 16. The Committee spent time discussing future convention meetings and educational opportunities. Those items are detailed in the committee report for the spring meeting.
- Majestic Farm in Batavia, Ohio, with organizer Barbara McCarthy, will be hosting a USDF Sport Horse Seminar, October 29-30, 2011. The instructors will be Kristi Wysocki and Bill Solyntjes. Save the date notices have been published in e-news for February and March.

END OF REPORT