

To: USDF EXECUTIVE BOARD
From: USDF Staff
Date: July 01, 2011
Re: Activities Report to the EB

EXECUTIVE DIRECTOR REPORT

Financials

At the end of the first Fiscal Quarter (April – June), we are tracking favorable to the budget plan. The Q1 financials will be distributed under separate cover and will be presented in the new format that was approved by the EB at the spring meeting.

Marketing

As of May 16th, I assumed the Marketing Director duties, in addition to my Executive Director duties. I am providing hands on marketing leadership with the intent of moving USDF into a more strategic and effective direction. At this time, I have no plans to fill the vacated position. Although that might change, once I have a plan moving in a positive direction.

Councils

The three Councils had conference calls after the Spring meeting. A communication will be going to all USDF governance representatives by mid-July, directing all to the newly posted reports.

Membership Growth Advisory Working Group

During the Administrative Council meeting, the formation of a Membership Growth Advisory Working Group was discussed and the GMO and Membership Committee Chairs were asked for their input. I envision a similar type of entity and approach as with the Web Development Advisory Working Group, and would like to have some Board members serve on it. Let me know if you have an interest.

ADMINISTRATION

- USDF has completed the renewal process for our Insurance Benefit Package for the August 1, 2011 – July 31, 2012 term.
 - Blue Grass Family Health insurance will remain as our health insurance provider, with a seven percent rate increase.
 - Delta Dental and Vision of KY will remain with only a six percent rate increase.
 - Assurant (short-term and long-term disability and life insurance) will remain the same with no rate increase.
- On May 17, an all staff meeting was held to review the USDF Employee Handbook and USDF Business Policies.
- The Web edited version of the 2011 spring EB meeting minutes were posted on the Website June 28.

Nominating Committee:

- PM delegate voting began June 1 and will end at midnight on June 30. The May issue of *USDF Connection* included a post-it on the front cover with a reminder of the voting dates, as well as contact information for the office for those that wanted to request a paper ballot.
- Information on PM delegate voting was included in the USDF E-news that went out on June 3, and a targeted E-news regarding voting was sent only to those PM's who had not yet voted on June 21.
- The GMO Delegate/Proxy FAQ and Form was revised and approved by the Nominating Committee.
- The GMO Delegate/Proxy FAQ and Form was reformatted this year into a workable PDF for posting on the Website. This allows GMO's to open the form, type in their information, save it, and then email it directly to the Nominating Committee liaison. They also have the option of printing the form to complete and return it via fax or regular mail.
- An email was sent to all GMO Presidents on June 13 notifying them of the posting of the GMO Delegate/Proxy FAQ and Form, as well as the deadline for it to be returned. Contact information for the Nominating Committee liaison was provided for those that want to request a hard copy of the form be mailed to them. The notification was also posted on the GMO Prezlist on June 13.
- All ALD nominations were received from the Committee liaisons by June 1.
- The Nominating Committee Chair, Miki Christophersen, directly contacted each candidate to confirm acceptance of their nomination. All accepted.
- The Nominating Committee created questions for the ALD candidates to address in the article that will appear in the October issue of *USDF Connection*.
- The letter requesting a bio, Q&A, and head shot from each ALD candidate was mailed and e-mailed to each of them on June 14. The information each candidate provides will appear in the October issue of *USDF Connection*.
- The ALD candidates are now listed on the USDF Website at <http://www.usdf.org/about/about-usdf/governance/nominating/ald.asp> .

MEMBERSHIP

- The GMO and Membership Committees will hold a joint open meeting at this year's convention. They are working on an agenda that will generate discussion amongst all membership types, and also address specific issues within certain membership types.
- The Chairs of the GMO and Membership Committees have asked USDF Vice President, Beth Jenkins to speak to the GMO and Membership Committees about GMOs and their relationships with USDF, and the value of being a member of USDF.

COMPETITIONS

- The spring issue of the Competition Contact E-news was sent out to all competition contacts and technical delegates on May 25.
- With feedback received from the Competition Management and Membership Committees, we have updated the Competition Evaluation Form so that it is now available as an online survey via the USDF Website. Feedback will be sent from USDF to Competition Management to assist in increasing the quality of USEF-licensed/USDF-recognized competitions.

EDUCATION AND SPORT PROGRAMS

Instructor Certification Program:

- In 2010, The Executive Board approved Ann Guptill to become an examiner for this program. Ann has completed all the apprenticeship requirements and will begin testing in the 2011 season.
- The first Introductory Faculty Training Program is scheduled for October at Mistover Farm, Pawling, New York. The program will be run by Maryal Barnett and Sarah Geikie and will have sixteen certified instructors attending.
- An education module based on the program's lungeing curriculum is being developed for e-TRAK. Modules based on the program's curriculum for riding and teaching will be developed in the future.

Historical Recognition Committee:

- A teleconference call was held Thursday, June 9, to discuss all 2011 HOF/LAA nominations and past nominations to be re-evaluated.

Judges Committee:

- A working group has been formed to revise and update the USDF Judges Checklist.

Continuing Education Program for Judges and USDF "L" Graduates

- Organizer Guidelines and forms have been updated and published on the USDF Website. Organizers, upon approval of their application, will receive a zip folder providing all necessary forms and paperwork.
- A press packet was created to provide organizers with tools in order to advertise their approved program(s). The press packet includes tips/hints, articles, graphics and templates, such as press releases. The press packet will be provided to the program organizers in the zip folder.

"L" Program Committee:

- Working with USEF and volunteers of both USDF and USEF, a USEF Instructor/Examiner Orientation Session will be held during the Adequan/USDF Annual Convention. This session, hosted by USDF and administered by USEF, will refresh USEF Instructors/Examiners on the subject matter presently being taught in the "L" Program as presented by "L" Faculty.
- Sessions recently held in the following Regions:
 - Region 2:**
 - Dancing Horse Farm, Inc., with organizer Lori Aman, held their "C" Session April 30-31 with instructor Joan Humphrey. There were 27 participants and 7 auditors in attendance.
 - Region 3:**
 - STRIDE, with organizer Charlotte Trentelman, held their Final Exam April 9-10, with Jayne Ayers and Lois Yukins. There were ten candidates that took the final exam, and all ten candidates passed. There were four of the ten candidates which passed with distinction.
 - The Good Horseman Foundation, with organizer Ann Genovese, has been approved to host a Part 1 starting in October 2011.

- STRIDE, with organizer Charlotte Trentelman, held their "D1," of their standalone Part 2, on May 14-15, with instructor Maryal Barnett. There were nine candidates in attendance.

Region 4:

- Kansas City Dressage Society (KCDS), with organizer Beth Springer, held their "C" Session March 26-27, with Marilyn Heath as the instructor. There were thirteen "L" Participants.

Region 5:

- Central Arizona Riding Academy (CARA), with organizer Dorie Vlatten-Schmitz, held their "D1" Session with Marianne Ludwig as instructor. There were nine candidates in attendance. They also held their "D2" on June 18-19, with instructor Marilyn Heath and nine candidates in attendance.
- A standalone Part 2 with Central Arizona Riding Academy (CARA) and organizer Dorie Vlatten-Schmitz has been approved starting November 2011.

Region 6:

- Oregon Dressage Society (ODS), with organizer Ed Miller, held their "C" Session March 26-27, with Axel Steiner as the instructor. There were 29 "L" Participants and 20 auditors in attendance.
- Equestrian Institute (EI), with organizer Tenna Atkins, held their "D1," of their standalone Part 2, on May 7-8, with instructor Axel Steiner. There were ten candidates in attendance.

Region 8:

- New England Dressage Association (NEDA), with organizer Sally Davenport, held their "C" Session April 2-3, with Maryal Barnett as instructor. There were 29 participants in attendance. They also held their "D1" on May 14-15, with instructor Lois Yukins and ten candidates in attendance.

Adult Programs Committee:

Adult Clinics

- The final clinic of the series featuring Charlotte Bredahl-Baker took place on March 19-20, 2011.
- The new series featuring Lilo Fore will begin in the fall with clinics in Regions 8 and 4.
- Clinics in six additional regions have been confirmed with dates and locations. The final region has a tentative date and location and is pending final confirmation.

Youth Programs Committee:

Youth Regional Team Competitions

A total of twelve youth team competitions are slated for 2011. The following competitions will take place this summer:

- Region 4/June 24/North Iowa Fairgrounds, Mason City, IA (Dressage Lite)
- Region 8/July 8-10/HITS on the Hudson, Saugerties, NY (Dressage4Kids, Inc.)
- Region 1/July 23-24/Morven Park Equestrian Center, Leesburg, VA (VADA/NOVA)
- Region 9/July 23-24/Windy Knoll Farm, Magnolia, TX (WKF Summer I & II)
- Region 4/July 30/Fox Run Farm, Columbia, MO (CDCTA)
- Region 2/August 11-13/Sorensen Equestrian Park LLC, East Troy, WI

- Region 6/August 12-14/DevonWood Equestrian Centre, Sherwood, OR (ODS)
- Region 2/August 27/Roberts Arena, Wilmington, OH (MODA)

USDF/USEF Young Rider Graduate Program

- The 2012 Young Rider Graduate Program will take place January 14 -15, 2012, at the Crowne Plaza in West Palm Beach, Florida. The tentative schedule is Saturday 8:00 a.m. - 5:00 p.m. and Sunday 8:00 a.m. - 3:00 p.m. Participants will have the option of attending the USDF Trainer's Conference, which will take place on Monday and Tuesday. A few of the confirmed speakers include Michael Barisone and Johnny Robb.

Upcoming Application Deadlines for Youth Programs

- Youth Convention Scholarship—August 15
- Youth Volunteer of the Year—August 31
- USEF Youth Sportsman's Award—October 1
- USEF Young Equestrians Advisory Representative—October 1
- USDF/USEF Young Rider Graduate Program—October 31

FEI Junior/Young Rider Committee:

NAJRYC

The Entries in Principle were submitted to the NF (USEF) on May 26. All regions are anticipating that they will field full teams with the exception of Regions 4 and 6. Region 4 will be sending one Junior and two Young Riders to compete as individuals. Region 6 anticipates that they will send a full Junior Team but will only have two Young Riders. Potentially, the Region 4 and 6 Young Riders could be joined on a composite team (*at the discretion of the OC*).

- Nominated entries were submitted to the NF on June 23. Definite Entries are due to the USDF office on July 11 and to the NF by July 15.

Jr/YR Clinics

All five of the 2011-2012 Jr/YR Clinics have been confirmed. The dates and locations are as follows:

- Region 5/October 22-23, 2011/Stellar Stables, Parker, CO/George Williams
- Region 3/October 29-30, 2011/Evergreen Farm, Blythewood, SC/Jeremy Steinberg
- Region 7/November 5-6, 2011/Starr Vaughn Equestrian, Elk Grove, CA/Jeremy Steinberg
- Region 9/January 28-29, 2012/North Texas Equestrian Center, Wylie, TX/Jeremy Steinberg
- Region 1/March 17-18, 2012/Hassler Dressage at Riveredge, Chesapeake City, MD/Jeremy Steinberg

Regional Championships:

- The second 2011 Regional Championship Managers' conference call will be held June 28. The main focus of the call will be entry verification and sponsor obligations.
- The Regional Championship Program rules have been revised and are ready for inclusion in the Competitor and Member Guide.

Sport Horse:

- The Sport Horse Committee held conference calls on May 17 and June 6. During the June meeting, the Committee discussed the concept of a USEF multi-discipline Young Horse Championships. Scott Hassler is representing USDF on the USEF working group. The USDF Sport Horse Committee was asked to consider what criteria should be required for the in-hand classes for dressage. The Committee felt strongly that the current USDF Breeders' Championship Series should be used as a means of qualifying in-hand entries. Scott will keep the Committee informed as to future developments of this championship concept. The Committee also felt that showing young horses free was not an option for dressage, considering the safety issue and the fact that the USEF rules prohibits it for dressage.
- A Host Site Application for the USDFBC Series Finals has been developed for use beginning in 2012 and is available from the office.
- The USDFBC program rules are revised and ready for inclusion in the USDF Competitor and Member Guide.

Other Projects:

On The Levels

- The project is completed and the DVD's are available for purchase in the store.

e-TRAK

- We have been adding new material each day. We have a total of 1,199 items on e-TRAK, including 255 Videos, 501 links, 433 articles and ten audio files and images.
- Member viewings of e-TRAK are steadily increasing each month, with about 2,000 monthly viewings at this time.
- We have created a Facebook page for e-TRAK (search eTRAK) as an outreach effort. From that page, one item is shared daily with all Facebook fans. Since we created the page in May, we have had 10,943 'clicks' to view the content on Facebook. Each 'click' to view the content takes them to a page on e-TRAK, giving them exposure to USDF and our Website. While many of our 'fans' are already members of USDF, we have many who are past and/or non-members, college students, and even international 'fans' from Israel and a few other countries. Our 'fans' also represent a variety of equine interests.
- Development of education modules continue. The first module will be based on the lungeing curriculum from the Instructor Certification Program and will include content from the manual and video clips currently posted on e-TRAK. Each module will contain a quiz that must be completed and upon completion of the quiz members will receive USDF University credits. Each module will be worth .25 (1/4) University credits.

END OF REPORT