

BOD phone meeting minutes January 7, 2008

In attendance: Joe Long, Randy Eiland, Jeff Trinkle, Susan Kasemeyer, Joe Schoech, Patti Pizzo, Laura Hayes, Roger Taylor, Tom Dean, Nick Warhol, Jan Stevens, Joyce Mocillian, Connie Caudill, Mike Maul, Bruce Weary, John Crandell, Robert Ribley, Kathleen Henkel.

New Directors elect: Tom Noll, Sandy Terp, Michael Campbell, Monica Chapman, Maryben Stover, Susan Schomburg

Absent: Terry W Howe, Heidi Smith, Mike Jaffe, Stan Eichelberger, Gail Williams

Excusals for tonight:

- Barry Waitte- requests excusal from tonight's meeting due to business travel.
 - Mike Tomlinson- requests excusal from tonight's meeting due to business travel.
 - John Park- requests excusal as he is out of town.
- Motion passes unanimously.

I. Housekeeping

1. Motion made for acceptance of December 3rd phone meeting minutes. Motion passes unanimously.
2. Membership Statistics: Kathleen Henkel
 - Present date 2008: 3401 members compared to 3397 in 2007.

II. Committee Reports (see Attachment for written reports)

- a. Education Committee
- b. AERC International

III. New Business:

1- Joe Long: Brings up motion to deal with the decision of accepting of cash donations from external parties. " Resolved, that the AERC does not accept donations of funds where the source of the funds is litigation against the AERC, an AERC member, an AERC sanctioned ride or ride personnel."

Some discussion from Roger and Randy suggesting this motion is not required, and rather an overall policy towards endowments and donation is preferred. Motion is submitted from Joe Long, motion not seconded, motion dies.

2-Mike Jaffe: (Mike Maul for Mike J) nominates Michael Campbell for Central regional director as of today, replacing Jennifer Nice. Monica Chapman to be added as of today as Central Region sanctioning director. Motion passes unanimously.

3- Roger Taylor: Trail Grant proposal for grant of \$1000 for forest service match of \$3000 grant for Pacific Crest Trail Association for improvements. The funds are earmarked specifically for trail maintenance. Grant had to be done before end of December 07 to qualify for the matching, motion was approved by Exec committee prior to the meeting. Motion is raised to approve exec committee action, passes unanimously.

3- Connie C: AHA requests to host their 2008 championship with the AERC championship. Same qualification criteria, Aerc gets top billing. Ride managers and championship committees are in approval. As an FYI- Vonita asks that this ride be an FEI ranked ride, only requires a steward and gives FEI riders ranking points. This does

not affect the decision, leaves the NC ride the same, and may bring in more riders. Motion passes unanimously.

4- Heidi Smith: (Mike Maul for Heidi S) motion for Western Weed Study is brought back up after the last meeting. "Present proposal from Dr. Gower needs defined conditions for California support, selection of appropriate rides, interaction with other funding sources, and payment schedule" The motion was back for peer review, development of payment schedules, and agreement of infrastructure setup if someone else does the actual work. Mike Maul reports that the conditional criteria has been met. No further discussion, Motion passes unanimously.

5- Roger Taylor: insurance committee update for current insurance coverage. "The Office Committee moves that the AERC Liability Insurance policy for 2008 be increased to the \$2M/\$4M policy quoted by Equisure without participant coverage." Umbrella options were studied, but none were found to be viable or available. The motion is to raise the limits on the current policy to a \$2/4M policy for liability. The cost is increasing from \$37K to \$57K, which is a \$17K increase budget increase. The insurance and office committee recommends the increase in the liability coverage. Roger reports John Parke favors the 2/4M Option, rather than the optional proposed plan that would split the insurance up between the different regions on an per region coverage basis. Motion passes unanimously.

6- Susan Kaesmayer: special sanctioning requests. California Tejon fandango Pioneer ride sept 19/20/21 2008 pioneer ride, second year for ride. NE- Western Main Pioneer, second year July 30/31/ Aug 1 and 2. Motion passes unanimously.

7- Randy Eiland-Sponsorship committee. The group is working with the BLM for a renewal of a sponsorship including mustang raffle. They will provide guided tours of the wild horse facility available at the convention. Sandy Terp has joined the sponsorship group and has three possible platinum sponsors in the works.

IV. Old Business: None brought up.

Meeting adjourned at 6:40 pm PST

Attachments:

AERC Education Committee

Meeting Minutes and 2H 2007 Fiscal Year Work Plan

This report summarizes recent work since the last report and ongoing work of the AERC Education Committee, particularly the work to realize the theme of this year's AERC Convention:

"Riding With Knowledge". The EC has been working closely with the AERC office, particularly

Troy and Kathleen, and thanks the office for their excellent support.

Note that invitation to board members in 1d below.

A more complete report of the 2007/2008 work will be submitted for the annual board meeting.

1. 2008 – The "Education Convention" – In support of the theme "Ride with Knowledge" the

EC has done the following.

a. *Educational Speakers* - In addition to the speakers for the main session arranged by the office, the Education Committee has organized two panel discussions for the final session each day:

i. Moving on Up Panel with panel members from the Education Committee

- ii. Ask the Experts Panel with John Crandell, Christoph Shork, and Stagg Newman. Another panelist may be added.
- b. *Education Committee Question and Answer Booth.* The EC will have a booth in the trade show next to the AERC booth staffed by leading AERC riders and/or vets and members of the Education Committee. Carol Thompson and Joe Long are developing the staffing plan.
- c. *Mini-clinics (15 min) in the trade show.* The EC will sponsor a series of short talks, no more than 15 minutes at the podium in the trade show. These talks will mainly be focused on care and welfare of the horse. Kim Fuess is working with Laura Hayes and the Welfare of the Horse Committee on topics.
- d. *Beyond the Basics Clinic.* Dinah Rojek, past chair of the EC and developer of the Beyond the Basics Clinic has agreed to hold this clinic either immediately before or after the convention. Stagg has agreed to assist. This clinic will be a "Train the Trainers" clinic and offered at no charge to 20 people who agree to do the pre-clinic work and to facilitate and teach at a clinic covering this material within the next two years. See Attachment A below for the invitation email. The invitation has initially gone to mentor liaisons and the Education Committee. The next round of invitations will go to the mentors. Any AERC members may audit the clinic for a fee of \$50 which will go to further AERC educational activities after covering costs. *AERC Board Members are invited to join as auditors at no fee upon the conclusion of the board meeting on Sunday.*

2. Clinics

- a. *Beyond the Basics Seminar* – See 1d above.
- b. *Introduction to Endurance Riding.* Carol Thompson is preparing material that can be posted on the AERC Education Page on the AERC web site that provides the basis for a one hour or so talk that is an Introduction to Endurance Riding that can be used with the general riding public to inform them of what endurance riding is. The material will be based on a successful clinic done in Florida recently.
- c. *Basics of Endurance Riding Clinic* - Carol Thompson is leading an effort with others on the EC to synthesize the best material that has been used at various one day clinics on the Basics of Endurance Riding. The goal is to develop a "pre-packaged clinic" that would be posted on the web site that AERC members around the country could use as source material for clinics aimed at prospective and new endurance riders.

3. Printed and Electronic Information Dissemination

- a. *Annual Mailing to AERC Members.* The EC prepared the "Check List for Holds at AERC Rides" and a cover letter that is being sent out to all AERC members as a tool to increase their success in rides. The Cover Letter also serves as a reminder to renew the membership and highlights the educational value of belonging to AERC. On the reverse side is an article on Progressive Recoveries by Dr. Kerry Ridgway. In order to save money the letter is going out with the Rule Changes mailing. See Attachment B for the Check List and Attachment C for the Cover letter.
- b. *Articles in Endurance News* – In addition to the monthly educational column, we have added an "Ask Dr. Ken" Column where Dr. Ken Marcella of the EC provides questions and answers of value to members.
- c. *Video DVD* – Angie McGhee has proposed providing DVDs of clinics for purchase from AERC on educational topics. Angie has recorded and edited one such clinic and we are analyzing the logistics of implementation.

Submitted by Stagg Newman
AERC Education Committee Chair

Board Report On December 4, 2007 AERC-I Meeting

Conference call meeting called to order at 9:02 p.m., Eastern.

Attendance: Kathy Brunjes, Chair pro tem

Mike Tomlinson, USEF Technical Committee

Betty Baker, Treasurer

Kirsten Kimbler, USEF Youth Council

Jan Stevens, Young Riders

Cia Reis, Lynn Kenelly – East

Martha McMurray, Holly Ulyate – Mountain

Michele Roush, Hal Hall – Pac North

Joe Mattingley, Grace Ramsay – Central

Teresa Cross, Carolyn Hock – Pac South

Absent: Carol Giles, Chair (excused)

Mark Dial, Vice Chair

Art Priesz, USEF High Performance

Vonita Bowers, USEF Endurance Director

AGENDA

- **Michele Roush moved to approve the agenda and Cia Reis seconded.**

MINUTES

- **Hal Hal moved to approve the minutes of the November 6, 2007 meeting. Cia Reis seconded the motion and minutes were approved without discussion.**

TREASURER'S REPORT – Betty Baker

- **Betty Baker reported that the checking account has \$11,385 and interest earned to date is \$428.99. No maturity dates have been reported on the two certificates of deposit (totaling \$25,000). Total cash balance is \$31,385.27.**
- **Regarding the P&L for the year: no reimbursement has been received from Robin Groves although Kathleen has issued a letter to Ms. Groves regarding this matter. Kathleen did report that two \$250.00 deposits were made into the account from the Education Committee for last year's convention speakers. The**

P&L YTD: income = \$7,160.89 and expenses = \$7,518.17 with a \$357.28 YTD loss.

- International dues paid thus far for 2008: \$10,450.
- Betty asked Kirsten to contact her via e-mail to talk about the youth budget.
- Betty and Teresa Cross will complete the merchandise inventory together, and report back at the next meeting re: merchandise available to sell at convention. Teresa has not completed an inventory of the items stored in her home.
- Carolyn Hock inquired about the amount sold at last year's convention? Betty reported that \$1,985 was sold at the 2007 convention.
- Betty expressed concern that internet sales are not showing in the P&L reports from the office, and sales income in general is not clearly recorded. Betty will continue to work with the office to resolve these questions/concerns.

USEF UPDATE

- A. Technical Committee – Mike Tomlinson
 - Mike reported no new business since the last AERC-I Committee meeting.
 - Teresa Cross reported that the Steward General's course is confirmed for April 17, 2008 (Thursday before the Git-R-Done).
 - Mike reminded everyone that the USEF Annual Meeting is January 9-12. Kathy Meyer, USEF Treasurer, tendered her resignation today. Nominations for Ms. Meyer's position will be taken during the next two weeks. With Art's resignation from the Board and Ms. Meyer's resignation, there are two positions in need of filling. Mike was asked if he would be interested in the Treasurer's position (he ran against Ms. Meyers last year); Mike responded that he would accept the position if elected, but he is very busy with other interests right now.
- B. High Performance – Art Priesz
 - Art not present and no written report submitted.
- C. Active Athlete's Committee – Julie Bullock
 - Julie not present and no written report submitted.
- D. Endurance Director's Report – Vonita Bowers
 - Vonita not present and no written report submitted.
- E. Youth Council Report – Kirsten Kimbler
 - Kirsten reported on the Youth Convention plans. There are 70 youth registered to attend so far, and Kirsten is working on another mass mailing targeting endurance youth. Val Kanavy has agreed to be a speaker at the Youth Convention, and Jane Savoy is the keynote speaker. Kathy reported that at the USEF NAWG meeting earlier today, it was noted that AERC was only one of four discipline clubs (or affiliated organizations) actively advertising the Youth Convention (by making the announcement on the AERC website).
 - Kirsten reviewed the program and activities planned, including the Saturday evening awards presentation and dance (with DJ).
 - The AERC-I Committee members discussed ways to increase interest in attending this inaugural Youth Convention, with perhaps incentives or an incentive program. After many suggestions, Joe reminded everyone that a precedent was being set and so important that if we do put an incentive program in place, that it "be right." The Committee agreed that there was not enough time now to act on this and plans should be put in place for next year's Youth Convention. Discussion re: what AERC-I merchandise could be sent for inclusion in the "goodie bags" for all youth registrants. Grace moved and Teresa seconded to send 100 AERC-I logo bottle openers for the registration bags, and six mugs and six baseball caps to be

- used for door prizes (items to be sent to Joyce Hamblin, USEF Youth Director); AERC-I Committee members voted in favor of this motion.
- Kirsten thanked the Committee for supporting the Youth Convention.

AERC CONVENTION SUBCOMMITTEE

- Carolyn Hock reported that Hal Hal has been recruiting people to work the booth; Hal will ask each Regional Rep to recruit at least two members from their individual regions to help fill the booth slots. Carolyn asked how many people had responded to Hal's request for help; Hal responded he has received just three responses to date.
- Holly Ulyate is working on a video loop to run and will work with John Parke for a presentation during the Regional Awards (Friday night). Kathy Brunjes is sending Holly photos from Malaysia; Christoph Schork will be asked for photos from the Quilty Cup (Australia) and Duane Brown (European Championships, Portugal).
- The Youth booth is located next to the International booth.
- Martha McMurry will ask Kathleen about hotel signage/convention signage for the welcome reception. USEF is sponsoring \$700.00 towards the Welcome Reception. There will be a cash bar and light munchies. The welcome reception is being held directly across from the registration desk.
- Educational sessions: Vonita Bowers is helping Carolyn Hock with the session on the nuts & bolts of FEI paperwork and requirements; Cindy Stys will come with Vonita to answer questions (Cindy is Director of Athlete Services). A second program (promotion of the 2010 WEG) is being discussed: Who will present this program? What is the program content or objectives? Mike informed Carolyn that Steve Schumacher (drugs & medications for USEF) will be at the Convention, and perhaps she could be tapped to speak on this topic. Carolyn will check with Vonita about how to go about presenting this second program.

2008 NORTH AMERICAN JUNIOR/YOUNG RIDE NAT'L CHAMPIONSHIP

- Jan Stevens reported that the event date is July 31, 2008. The OC is currently dealing with other disciplines and deciding where endurance goes in the mix. The qualifying criteria will most likely be 250 miles for horse and rider, and Jan is currently seeking a waiver for FEI passports for this event. Vonita has not reported back to Jan on this. If a waiver cannot be obtained, the mileage will undoubtedly be scaled back to a 50 mile event (currently scheduled to be a 3-star 75 mile event). Mike counseled Jan that she put in writing (to Vonita) the request for a passport waiver. It is noted that the waiver is dependent upon the FEI, not USEF.
- Carolyn asked about a program to subsidize the passporting fees for youth vs. asking for a waiver from the FEI.
- Grace asked how this event is being advertised.

EN ARTICLES

- Carol has asked Kathy to submit an article on the Sultan's Cup (Malaysia) for the January issue.

Due to the time, Kathy asked for a motion to suspend the remainder of the agenda and adjourn the meeting at 10:15 p.m. Holly moved and Joe seconded to adjourn the meeting at this time. The Committee approved the motion.

Marketing/Public Relations Committee Report

12/20/07

Troy Smith, Chair

Genie Stewart-Spears has the completed 96" x 48" banners which are to be distributed to ride managers in various regions upon request. Thanks to Genie for seeing this project through from concept to completion.

AERC advertisements are set to appear in the following magazines in 2008: Modern Arabian Horse (AHA's publication), California Riding Magazine, and Trail Rider magazine.

Other possible publications to place ads are the Appaloosa Journal, Ride! Magazine (a West Coast equestrian publication with 35K distribution), the Missouri Fox Trotting Journal, and the National Walking Horse Association national magazine. The committee members have been asked for input if there are any other regional or national publications where AERC advertising may bring in new memberships.

MOTION PROPOSAL

Motion Name National Championship Ride to host AHA championship ride

Proposing Committee National Championship

Date of Motion (Date to be presented to BOD) For the December Board Conference Call

Classification of Motion Request (new, change, add, delete, by-law, rule, policy) new

Proposed Motion (use exact wording) Approve the 2008 NC ride to host the AHA 2008 championship ride. AHA agrees to the same qualification criteria that AERC sets for the ride, they agree that AERC is the top billing for the ride and should a title sponsor be found for the AERC NC, that name would also be in all their advertising for the ride along with AERC. The NC ride managers are in favor of this proposal.

Background, analysis and benefit (describe the problem this motion is solving) should be a promotional benefit for the ride in advertisement in the Arabian Modern Horse Magazine, should bring in a few more riders. Will give the ride more media coverage.

Budget effect/impact (Attach spreadsheet if appropriate) see above

Benefit and/or Impact to Membership and/or the AERC Organization Members that ride AHA could be crossed entered in both championships

Impact on AERC Office (Work load, budget) none

Committees consulted and/or affected NCC

Implementation plan (Schedule, resources, financial) will have to wait to see if the AHA Bod approves this motion and if they do, we would start advertising for both rides in both organizations.

Supporting materials (List of any other documents and/or spreadsheets)

MOTION PROPOSAL

Motion Name Develop contract for Dr. Gower Western Weed Study

Proposing Committee Grants Committee

Date of Motion (Date to be presented to BOD) Jan. 07, 2008

Classification of Motion Request (new, change, add, delete, by-law, rule, policy) New.

Proposed Motion (use exact wording) Develop the contact for the Gower Western Weed study using the services of Robert Morris

Background, analysis and benefit (describe the problem this motion is solving) Present proposal from Dr. Gower needs defined conditions for California support, selection of appropriate rides, interaction with other funding sources, and payment schedule

Budget effect/impact (Attach spreadsheet if appropriate)

Budget of \$25,000 already approved for study subject to contract specifying conditions

Benefit and/or Impact to Membership and/or the AERC Organization

Contract needs well defined conditions to meet AERC needs

Impact on AERC Office (Work load, budget)

None

Committees consulted and/or affected

Trails and Grants

Implementation plan (Schedule, resources, financial)

Starts with BoD approval on Jan 7, 2008. Expected completion before first scheduled ride that will be profiled in mid March. No funds needed for contract development.

Supporting materials (List of any other documents and/or spreadsheets)

Original proposal from Dr. Gower

Supporting approvals (proposing committee, participating committees)

Grants Committee

AERC Board of Directors

MOTION PROPOSAL

Motion Name

AERC Donation Policy

Proposing Committee

Individual – Joe Long

Date of Motion (Date to be presented to BOD)

Jan. 07, 2008

Classification of Motion Request (new, change, add, delete, by-law, rule, policy)

.New

Proposed Motion (use exact wording)

Resolved, that the AERC does not accept donations of funds where the source of the funds is litigation against the AERC, an AERC member, an AERC sanctioned ride or ride personnel.

Background, analysis and benefit (describe the problem this motion is solving)

Sets policy for donations that come from litigation.

Budget effect/impact (Attach spreadsheet if appropriate)

Depends on donation but represents funds that would not normally be a part of AERC's budget

Benefit and/or Impact to Membership and/or the AERC Organization

Sets policy for donations coming from litigation

Impact on AERC Office (Work load, budget)

None

Committees consulted and/or affected

None

Implementation plan (Schedule, resources, financial)

In effect after BoD vote

Supporting materials (List of any other documents and/or spreadsheets)

None

Supporting approvals (proposing committee, participating committees)

None

AERC Board of Directors

MOTION PROPOSAL

Motion Name Increased limits of Liability Insurance policy to \$2M/\$4M

Proposing Committee Office Committee

Date of Motion (Date to be presented to BOD) 7 January 2008

Classification of Motion Request (new, change, add, delete, by-law, rule, policy)
Change to existing 2008 liability insurance policy

Proposed Motion (use exact wording) The Office Committee moves that the AERC Liability Insurance policy for 2008 be increased to the \$2M/\$4M policy quoted by Equisure without participant coverage.

Background, analysis and benefit (describe the problem this motion is solving)
Members of the old Insurance Committee and the Office Committee feel that AERC is under insured with 500+ ride days and only at \$1M/\$2M liability limits. At the last conference call, Bob Walsh was given the action item to see if an umbrella policy over our current policy could be purchased. To quote Bob's 12/11/2007 e-mail "After many, many phone calls and e-mails I'm afraid we cannot get an umbrella over our current policy and therefore we should again push the Board to go for the \$2,000,000/\$4,000,000 policy!!"

Budget effect/impact (Attach spreadsheet if appropriate) The current policy has a premium cost of \$37,000 and the \$2M/\$4M policy has a \$57,000. This will be an increase of \$20,000 in the annual premium. The 2008 working budget included \$40,000 for this insurance so it will be a budget increase of \$17,000.

Benefit and/or Impact to Membership and/or the AERC Organization This policy give AERC better insurance coverage and solves the problem of limits being lowered if we have an active claim.

Impact on AERC Office (Work load, budget) Signing the paperwork and sending a check.

Committees consulted and/or affected Old insurance committee members and Office Committee

Implementation

Supporting materials (List of any other documents and/or spreadsheets) Insurance quotes and e-mails from Equisure

Supporting approvals (proposing committee, participating committees)