

## 2012 AERC Midyear Board Meeting Minutes 8/18/12 – Denver, CO

The meeting was called to order by President Connie Caudill at 8:04 am.

All directors were present with the exception of Maryben Stover and Susan Keil. It was moved and seconded they be granted excusals from this meeting.

The agenda, minutes of previous conference call on May 14, 2012 and AERC I minutes from May 1, July 3, and August 7, 2012, were approved.

The Executive Committee previously voted to purchase additional ride liability insurance coverage for AERC. Roger Taylor moved to ratify this action by the Executive Committee and the board ratified this action.

Kathleen gave the following office report:

|                               |          |
|-------------------------------|----------|
| Membership as of 8/16/2011    | 5245     |
| as of 8/15/2012               | 5076     |
| Ride fees as of 8/16/2011     | \$55,089 |
| as of 8/16/2012               | \$59,766 |
| Sanction fees as of 8/16/2011 | \$17,230 |
| as of 8/16/2012               | \$16,160 |
| 2013 Sanction fees to date    | \$2,405  |
| New members as of 8/12/2011   | 560      |
| as of 8/16/2012               | 614      |

An insurance coverage discussion led by John Parke covered information and quotes for the next ride season. John explained the different responsibilities of insurance brokers, insurance companies, underwriters, coverage attorneys and claims adjusters. John also delved into the different steps involved in how claims work, and explained different types of insurance to the board.

A great presentation from Membership Committee members Sue Keith, Lisa Schneider, and Mike Maul covering how to retain members, how to get new ones and revamping the mentor program. The committee is also working on sending press releases out to Ride Managers to put in their local newspapers, first time endurance rider packets, Endurance News drop-offs at your favorite feed store, tack store, etc., and a new advertising campaign "I am AERC" presented by Tom Knoll. The idea centers around inviting others to join the magic and fun of AERC.

Drug testing was discussed...suggestions for improvement and cost management were the main topics. John Parke and Julia Elias will work on new wording for our procedures.

The Ad Hoc committee, consisting of Connie Caudill, Patti Stedman, Mollie Krumlaw-Smith, Mike Maul, Jan Stevens and Randy Eiland, whose purpose is to develop a strategic plan focused on membership, presented new and old ideas for strategic planning for AERC to try and improve present and future. The committee presented a motion proposing a contest for the membership to design a new logo. The motion was approved. Further, their second motion involved closing the horse/rider records available for review by anyone visiting the AERC site be closed to members only. Motion approved

Treasurer Mollie Krumlaw-Smith presented the budget for 2013, with no changes in our current operating structure or available programs, and factoring in the continuing decline of our membership numbers, we should end fiscal 2013 at break-even to slightly positive. We then went over the figures for the present year in depth. So far this year we are tracking favorable to budget by about 10-15%, with no surprises we should end the year this way. Not seeing any real potential for economic improvements on the immediate horizon, the board was cautioned moving forward that we must work to gain membership or be forced to find ways to lower costs by fiscal 2014.

The Sanctioning Committee asked for special sanctioning for the City of Rocks and Owyhee Canyonlands Pioneer Rides in the Northwest Region. The City of Rocks, to be held September 26-29, 2013 was approved. The approval of the Owyhee

Canyonlands Pioneer to be held October 30 – November 3, 2013, was tabled until sanction chair Jan Stevens contacts ride manager Sheri Griffith regarding possible date conflicts with her ride.

A motion submitted by the Rules Committee for new wording of rule 14.4 requiring names be added to protest decisions that are granted. An amendment was made by John Parke, seconded by Michael Campbell that names would be added to all protest decisions. The amendment passed and the motion passed with 1 negative vote.

Motion from AERC I advising they wished to donate \$2000 of their funds to the WEC team going to England and a request that AERC match the donation. The motion was amended to break this motion into two separate motions. Motion to amend passed. The first being AERC I donation of \$2000 of their funds to the WEC. Motion passed. The second being AERC's matching donation. Motion failed with 7 yes and 12 opposed. A motion to amend the donation size from AERC to \$1,000 was moved by Susan Kasemeyer and seconded by Patti Stedman. Motion to amend passed. After the vote on the amended motion – motion failed.

The Research Committee has been applying for grants from other organizations. Olin Balch, chair of the committee reported that USEF approved a grant of \$22,322 to analyze the information that has been gathered from the 100-mile ride questionnaires the Research Committee has been promoting at 100-mile rides for the last couple of years. The grant will go to the University of Michigan with Dr. Hal Schott overseeing.

Mike Maul gave a Powerpoint presentation on the upcoming membership survey. This is a large undertaking and requires rewriting and auditing of the data before a draft of the survey can be forwarded to the board for review. It is anticipated the survey should be ready for presentation to the membership in approximately 3 months.

Patti Stedman, chair of the Ride Managers Committee spoke on the continuing discussion of short rides. She felt that with all the newer technologies in GPS's etc. that pressure from riders and directors will bring all rides much closer to the advertised mileage.

National Championship committee asked for locations for next year's ride, preferably in the West as this year it is located in North Carolina at the Biltmore Estate.

Executive Director Kathleen Henkel discussed different locations for future conventions. The Grand Sierra Resort Casino, Reno NV will host the 2013 convention, however, a venue away from Reno will be chosen for the 2014 site.

The meeting was adjourned at 8:02 pm.

Respectfully submitted

Susan Kasemeyer

### **AERC Board of Directors MOTION PROPOSAL**

**Motion Name:** Membership has its advantages. Rider records and horse record information will be for members Only.

**Proposing Committee** - Ad hoc/strategic planning

**Date of Motion** (Date to be presented to BOD) Midyear Board meeting-Aug 18, 2012

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

**Proposed Motion** (use exact wording): In order to increase the value of membership (and our membership numbers) - the following changes should be made in how we display our information about AERC and its members/horses. Horse History and Member History: Require login to our member's area to see \*any\* horse/rider history. Current members can see this and non-renewing members get a "grace" period of until February as we currently do with copies of EN. Allow members to print out or generate a record of horse history to send to potential buyers. Calendar: Keep this public because we want non-members to know about our rides so they can attend. Point standings: Public because it only applies to current members and allows potential members to see the awards available if they join. Ride Results: Public so that a Day member can see their results (one at a time) and

have some motivation to join.

**Background, analysis and benefit** (describe the problem this motion is solving) Membership should have it privileges and perks. Day members will still have total access to the ride results but not so easily located with one click on their name.

**Budget effect/impact** (Attach spreadsheet if appropriate) \$600.00

**Benefit and/or Impact to Membership and/or the AERC Organization:** This would help give our members an added value to their membership and an advantage that non members would not have access to. This may encourage non members to join in order to be able to have full access to their rider/horse record. This will also reduce the amount of information freely available on-line.

**Impact on AERC Office** (Work load, budget)

**Committees consulted and/or affected:** Technical and Membership

**Implementation plan** (Schedule, resources, financial) As soon as it can be set up in the computer

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

**Supporting approvals** (proposing committee, participating committees)

### **AERC Board of Directors MOTION PROPOSAL**

**Motion Name** Updated Drug Testing Policy

**Proposing Committee** Veterinary Committee

**Date of Motion** (Date to be presented to BOD) Midyear Board meeting 2012

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

**Proposed Motion** (use exact wording) It is proposed to update the current drug testing policy

**Background, analysis and benefit** (describe the problem this motion is solving) There have been the following issues identified with the current drug testing policy : 1) It is unclear in the current policy as to what length of time members of the Veterinary Committee are not to speak with the respondent. 2) The current drug testing policy uses the term "random" in describing the selection process. This is a vague term and has been replaced with the intended process of selection which is to be non-directed and representative sampling. 3) Requiring testers to specifically test the first place horse in the longest distance horse puts logistical restraints on the testers as to when they must start and testing and significant cost may be incurred for testers who are paid for their time to be present at the ride. 4) AERC currently relies upon the California drug testing program who has their own testing and selection procedures. It is proposed to rely upon the Canadian testing program so as to avoid double charging riders for two drug testing programs and thus is it proposed to rely upon the Equine Canada testing and selection procedures for Canadian rides that are sanctioned by Equine Canada. 5) The accused/respondent is currently supplied with no direct information as to their rights once a drug rule violation protest has been filed against them. The proposed update includes a letter of information to be provided to the accused/respondent at the time they are notified of the protest being filed. 6) The revised policy clarifies that testers must remain in contact with

the selected horse between the time of either competition completion or best condition judging or being eliminated from competition until such time the horse is sampled.

**Budget effect/impact** (Attach spreadsheet if appropriate) Time for AERC office to update the website that provides the drug testing policy

**Benefit and/or Impact to Membership and/or the AERC Organization** Will help improve the quality and fairness of the AERC drug testing procedures.

**Impact on AERC Office** (Work load, budget) Updating the AERC website

**Committees consulted and/or affected Veterinary Committee**

**Implementation plan** (Schedule, resources, financial) To be implemented upon approval of the AERC Board of Directors

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

**Supporting approvals** (proposing committee, participating committees) AERC Veterinary Committee, USEF Medication Monitoring Program, State of California Equine Medication Monitoring Program, Canada Equine Medication Monitoring Program

The motion below was revised more than once during the meeting.

### **AERC Board of Directors MOTION PROPOSAL**

**Motion Name** Request for matching funds for US World Endurance Championship Team support for 2012 World Endurance Championship in England August 25

**Proposing Committee** AERC International

**Date of Motion** August 7, 2012

**Classification of Motion Request** New

**Proposed Motion** The AERC International Committee would like to donate \$2000 of their own funds in support of the US World Championship Team that will compete in the 2012 World Endurance Championship. The committee requests a matching donation from AERC itself.

**Background, analysis and benefit** The AERC International Committee has historically donated \$2000 to World Championship teams, in direct support of the athletes who represent the United States in the biggest, most globally visible and most important endurance competition. These athletes are dedicated to training at a professional level, and the impact, both positive and negative, upon their lives, is commensurate. They go out into the world every other year to show the colors of the Red White and Blue of our Stars and Stripes not only to every other country, but also to all of our citizens at home. The International Committee for AERC feels very strongly that we should all be sending these athletes out with our utmost support. Other countries have their National Organizations solidly behind their endurance athletes, and the US would be remiss not to at the very least, follow suit.

**Budget effect/impact** \$2000 from AERC I dedicated funds, \$2000 from AERC general funds

**Benefit and/or Impact to Membership and/or the AERC Organization** Endurance is, regrettably, not one of the three Olympic Equestrian disciplines, and the World Championship competition is what takes the place of the Olympics for our sport. It is unimaginable that an athlete like Michael Phelps would be sent to the Olympics without the support of his home team, and it is likewise unimaginable that our endurance athletes could be sent overseas for the biggest event of their lives, to wear the colors of our flag, without our grass-roots support. Support for our

athletes sends a positive message that we are united in our desire to once again elevate the US Endurance program to the pinnacle it once claimed, and to the heights it now so very much deserves. A show of support like this will demonstrate to beginning and lower- to mid-level riders that the AERC is a positive organization that desires its members to dream big and to be inspired to reach as far as they can for achievement of their goals.

**Impact on AERC Office** minimal

**Committees consulted and/or affected** AERC international

**Implementation plan** Total of \$4000 (\$2000 from AERC International, with \$2000 matching funds from AERC) to be donated to the US World Championship Team for the WEC in England, Aug 25, 2012, to directly support the athletes. This may take the form of paying for their uniforms or other supporting materials. USEF to oversee fund distribution.

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

**Supporting approvals** AERC I meeting minutes to follow.

### **AERC Board of Directors MOTION PROPOSAL**

**Motion Name** Publication of Names in Protest Decisions

**Proposing Committee** Rules Committee (at the BOD's request)

**Date of Motion** (Date to be presented to BOD) 8-18-2012

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

**Proposed Motion** (use exact wording) Insert the following into Rule 14.4 (bold)

**14.4 Decision.** After each of the members of the Committee has reviewed all of the evidence timely submitted by the protestor and respondent, the Committee shall prepare a written decision no later than 90 days after receipt by the Chairman of the final written materials submitted under this Rule. The decision shall summarize the Committee's findings, state whether the protest is granted or denied in whole or in part, assess any penalties and direct any required amendment of the ride results, standings, and rider and horse records or other actions by the AERC necessary to implement the decision.

**When a protest is granted, the protestor and the respondent shall be identified by name in the title and text of the written decision.**

The Chairman of the Committee shall serve the written decision upon the protestor, the respondent and the AERC by first class mail. The AERC office shall copy each member of the Board of Directors with the written decision by email. The President of the AERC may in his or her sole discretion extend in writing the deadline for preparation of the written decision by no more than 60 days for good cause shown. Any failure of the Protest and Grievance Committee to meet the deadline for preparation of the written decision shall result in referral of the protest to the Board of Directors to decide the protest acting in substitution for the Protest and Grievance Committee.

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

Historically, the names of those involved in a protest have been included in the published version of a protest decision. However, it has been the practice of the current P & G committee to exclude names or to include them only when public censure is deemed an appropriate penalty. The majority of the Board of Directors disagrees with this approach and directed the Rules Committee to write language that would require the publication of the names of the protestor and respondent in all granted protests. By incorporating this requirement in the rules, the publication of names would no longer be optional or at the discretion of the P & G Committee. (It should be noted that the P & G opposes a rule that requires publication of names and prefers a case by case option .)

**Budget effect/impact** (Attach spreadsheet if appropriate)

None. The change will be included when the new rule books are printed.

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

A clear standard will be established.

**Impact on AERC Office** (Work load, budget)

Will require changes to both the written and on-line rule book.

**Committees consulted and/or affected**

P & G Committee

**Implementation plan** (Schedule, resources, financial)

The BOD has already directed the office to include names in published protests so the change in the rule would continue this process.

**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** New AERC Logo

**Proposing Committee** Ad Hoc

**Date of Motion** (Date to be presented to BOD) 8-18-12

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

**Proposed Motion (use exact wording)**

Have a contest to have a new have our members design a new Logo

**Background, analysis and benefit**

\_Would like to have a logo that would that endurance riders would immediately identify with at a glance. This would be good advertisement for other equine organizations to recognize

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**Budget effect/impact** (Attach spreadsheet if appropriate) \$300-\$500- The office staff would need to decide on an appropriate award. Switch the logo over a period of time, we could use both old and new logo until we need to make orders on items to keep the cost to a minimum.

**Benefit and/or Impact to Membership and/or the AERC Organization**  
AERC needs a good identifiable brand that our members can proudly wear.

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**Impact on AERC Office** (Work load, budget) none  
**Committees consulted and/or affected**

Troy would need to get the information out to our members in order to speed the process

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**Implementation plan** (Schedule, resources, financial)

Would like to have the new logo decided on by the 2013 Convention. Would like to generate enthusiasm among our membership by getting them involved in the creation of a new fresh logo. Would be great if the Bod chose their top 3 logos and then have a simple online vote with our members to get a final vote on a logo. If this process were to make it too drawn out, maybe just have the Bod vote on it.

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