

AERC BOD Mid-Year Meeting Aug. 17, 2013 Denver, Co

The meeting was called to order by president Jan Stevens at 8:06am Mountain Time.

Those at the meeting were Jan Stevens, Michael Campbell, Mollie Krumlaw-Smith, Monica Chapman, Connie Caudill, Sue Keith, Nick Kohut, Patti Stedman, Gail Williams, John Parke, Lisa Schneider, Susan Kasemeyer, Joe Schoech, Tom Bache, Olin Balch, Randy Eiland, Susan Garlinghouse, Mike Maul, Bruce Weary, Susie Schomberg, Terry Woolley Howe, Kathleen Henkel, and guest Karen Balch.

Terry Woolley Howe moved and Susan Kasemeyer seconded to approve the agenda.

Gail Williams moved and Terry Woolley Howe seconded to excuse the following for not attending the meeting: Steph Teeter and Forrest Tancer (ride manager duties), Maryben Stover (work conflict), Julia Lynn Elias and Roger Taylor (personal reasons).

AERC President Jan Stevens gave an overview on how to follow the Action Plan and what has been updated.

Kathleen Henkel gave the August 17, 2013, Membership Report:

Membership as of 8/14/2012 5074

Membership as of 8/13/2013 5026

Rider Fees as of 8/12/2012 \$59,151

Rider Fees as of 8/12/2013 \$57,620

Sanction Fees as of 8/12/2012 \$16,305

Sanction Fees as of 8/12/2013 \$15,841

Sanction Fees for 2014 \$1,885

New Members as of 8/14/2012 612

New Members as of 8/13/2013 570

Discussion ensued about membership number comparisons from 2008 to present.

Year	Dues Structure	Single	Families	Total Membership
2008	\$65 Head Member	3508	1540 Families	6884
	\$10 Ea Add'l Mbr		w/3376 members	
2009	\$65 Head Member	3347	1306 Families	6208
	\$15 Ea Add'l Mbr		w/2861 members	
The 3 year membership plan was offered in years 2009, 2010, 2011, at a cost of \$165 for the head member and \$45 for each additional family member.				
2010	\$75 Head Member	3338	1073 Families	5705
	\$50 Ea Add'l Mbr		w/2367 members	
	(\$20 ea Non-riding mbr)			
2011	\$75 Head Member	3167	967 Families	5279
	\$50 Ea Add'l Mbr		w/2112 members	
	(\$20 ea Non-riding mbr)			
2012	\$75 Head Member	3111	958 Families	5187
	\$50 Ea Add'l Mbr		w/2076 members	
	(\$20 ea Non-riding mbr)			
2013	\$75 Head Member	3021	905 Families	5028
to	\$50 Ea Add'l Mbr		w/2007 members	
date	(\$20 ea Non-riding mbr)			

Some thoughts about the declining additional family members is that AERC members do not realize that a non-riding family member is \$20 not \$50. The three year membership experiment and refund policy for sanctioning fees were also discussed.

The Sanctioning Committee brought forth a motion concerning changing the timeline for sanctioning requests. The motion passed (see below).

The Junior Committee brought forth a motion concerning a request for helping fund Junior Riders going to the AERC National Championship. The motion passed (see below). The National Championship Committee has put the funding in their budget for the 2014 National Championship.

The Veterinary Committee brought forth a motion concerning an Update to Rule 13, appendix A and C – Pergolide Mesylate. After much discussion on the motion it passed with one abstention (see below).

The Trail and Land Management Committee brought forth two motions for a Trails Grant Request. One was for Capital Forest and the other for Horseshoe Bend. Both motions passed (see below). John Parke suggested adding wording to the Trails Grant Application requesting how the applicant will publicize AERC's contribution to the project. The BOD agreed that is a good idea.

The Competitions Committee brought forth a motion regarding an Establishment of Plateau Mileage Award. Much discussion ensued. Many directors received comments from members before the meeting. Many members are fine with the jackets but they are worried this is moving AERC on a slippery slope towards combining miles. The motion was tabled by John Parke until after lunch. Michael Campbell seconded.

The Competitions Committee brought forth a motion for changes to Rules L7 and L7.2 regarding Limited Distance Best Condition Judging. Discussion points in favor of the rule change included; no problem in regions already giving AERC LD BC, since AERC has already passed the LD BC regional award then all ride managers should give all members a fair chance at winning the award, pulse to finish criteria controls racers, help grow AERC, the vets can use it as a learning opportunity for riders, and establish a new goal for a rider to shoot for BC instead of first place. Discussion point against the rule change included; ride manager autonomy, safety, change logistics for some rides, never done it, and nibbling on bigger overhaul of LD. John Parke made a motion to delay this motion so AERC can do a complete overhaul on how AERC BC is judged. Joe Schoech seconded. Some thoughts on why AERC should overhaul BC were to judge more people, eliminate the time factor, and eliminate weight factor. The John Parke motion failed with 5 in favor and 15 against. The original motion brought forth by the Competitions Committee passed with 16 in favor and 4 against (see below).

John Parke went over the new information regarding the Drug Testing Agreement from USEF. Some of the developments include; USEF will not be doing urine tests, they can test up to 12 horses per event, and pricing. The BOD will have a chance to review the contract before signing it with a plan to achieve that in September 2013.

The update to the Canadian Drug Testing program is that AERC will test one to two AERC sanctioned rides annually in Canada. AERC will contract with a private Veterinarian licensed and insured in Canada to collect samples as USEF does not provide testers outside of the US. The AERC Veterinary Committee is requesting reciprocity with Equine Canada on rides that are tested that are co-sanctioned by AERC and Equine Canada. At the present time Equine Canada does not provide AERC with

laboratory results. The co-sanctioned rides that are presently being tested by Equine Canada are not charged the \$3 AERC drug testing fee.

John Parke handed out to all BOD members Tips to Making Motions for AERC BOD and his New Board Member Seminar Outline.

Break for lunch 11:58am.

At 1:10pm President Jan Stevens called the meeting back to order.

Mollie Krumlaw-Smith went over the budget. Financial Statement Comments on the Operational Performance:

Revenues for both membership and rider fees are currently trending relatively flat to revenues received in 2012. If these trends hold through the remainder of the fiscal year, this will be the first year since 2006 that revenues in both of these categories have decreased less than 1% from the prior year. From a budget perspective our membership fees are 16K or 5.5% favorable to budget, and our rider fees are 15K or 22% favorable to budget, for a total favorability to budget of 31K.

Revenues for the 2013 convention came in at 44K, though 4% less than last year, this is in line with our 2013 budget. Expenses for the convention came in 39K, leaving an income of 5K vs. a budgeted income of 6K.

Income for the Endurance News is currently tracking about 8% higher than 2012. , with the expenses coming in 10% less than 2012, and the net expense is 14K favorable to last year at this time and currently 4K favorable to budget.

Office expenses are currently running favorable to budget by about 9K in staffing costs and a few other slightly favorable line items. Additionally our annual awards came in favorable to both prior year and budget, with a 6K favorability to budget.

The combination of the above line items has an accumulative 50K favorability to our "above line" budget. Remember that "above line income" represents the ordinary operational revenues and expenses of the organization. Though there will be some additional charges not yet incurred, we should continue to remain favorable to budget at the end of the fiscal year unless we experience an extraordinary event(s).

Financial Statement Comments on the Program and Committee Performance:

We are currently tracking favorable to budget on several of our program and committee planned expenditures for 2013. Most of these are a result of timing, meaning the costs will be incurred, just later in the year. Currently we are running 19K favorable on our drug testing program, 13K favorable in trail donations and funds we have planned to spend on projects but not yet spent, 5K increase in drug testing collection and Rider insurance collection, and an accumulated net 6K on other miscellaneous committee line items for a total YTD favorability of 43K.

At 2:18pm the BOD went into Executive Session.

At 2:50pm the BOD came out of Executive Session.

Terry Woolley Howe made a motion to give the AERC Office Staff a cost of living pay increase. Bruce Weary seconded. The motion passed with 17 in favor, 1 against, and 2 abstaining.

Terry Woolley Howe, chair of the Competitions Committee, made a motion to amend the wording on the Establishing of Plateau Mileage Award motion. The wording would be: Members may elect to have their mileage listed as endurance miles, limited distance miles, or a combination of the two which will be listed

as “AERC miles”. John Parke seconded the motion. The motion passed unanimously. The vote on the amended motion passed 18 in favor and 2 against (see original motion below).

Michael Campbell brought forth a motion to create an Ad Hoc Committee to draft a sample “Emergency Plan” for ride managers. Susan Kasemeyer seconded. The motion passed with one abstention (see below).

Kathleen Henkel, AERC Executive Director, led a discussion on renewal rates for our ride manager’s insurance through Equisure. Currently AERC has a 1 Million Occurrence and 2 Million Aggregate. Nick Kohut made a motion to keep the insurance the same. Connie Caudill seconded. After more discussion Nick Kohut withdrew the motion. Kathleen Henkel will investigate the insurance further and get back with the BOD on the September Conference Call.

The BOD went into Executive Session at 3:34pm

The BOD came out of Executive Session at 3:49pm.

Regional Directors gave reports about what was going on in their region. Below are highlights from the Power Point Presentation Patti Stedman put together from reports submitted by the regions.

The main emphasis for the reports was to find out:

How regional organizations were working within their regions.

What efforts were being made to increase membership in their region?

Central Region Summary: Membership loss of 30 people or 5% from 2011 to 2013

Two Areas – Texas and Everyone Else

TERA (Texas) RM Clinics, Year End Awards, Hosted Trail Master Class, Waiting List for New Rides (rides every two weeks).

OCER (Ozark Country Endurance Riders) requires in camp ride stewards, Point systems, Backs RMs financially.

CT Region relies on and embraces LD riders – same awards, no particular issues, often causes RMs to break even.

2/3 of CT Region rides had intro/fun rides.

Three Websites – TERA, OCER, CT Region and Four Email Lists – TERA, OCER, CT Region, and CT RM’s.

CT Region also has; Central Region Championship Ride, Ride Managers’ Meeting, Reach out to new members and members who have not gotten to a ride, strong economy, advertising in small local papers, new rider meetings, booths at equine conferences, and joint competitions (i.e. Ride N Tie).

Midwest Region Summary: Membership loss of 29 people or 6% from 2011 to 2013

Current success/growth is largely a result of Regional Clubs.

All have facebook pages, intro rides, clinics, some run CTR’s in conjunction with AERC rides.

UMECRA – Upper Midwest Endurance and Competitive Ride Association

AHDRA – Arabian Horse Distance Riding Association

GLDRA – Great Lakes Distance Riding Association

MnDA – Minnesota Distance Riding Association

DBDR – Daniel Boone Distance Riders

OAATS – Ohio Arabian & All Breed Trail Riding Society

DRAW – Distance Riding Association of Wisconsin

Sue Keith sends out updates to region’s members after each meeting/conference call.

Mountain Region Summary: Membership loss of 55 people or 11% from 2011 to 2013.

Regional organization – MRER

Institution of Recreational Rider Program in 2013 (logs “intro/fun ride” miles)

Promotion: MRER shared booth with AHA at Colorado Horse Expo, Equine Enthusiast article about endurance riding and MRER.

Upcoming Intro to Endurance Riding Clinic in October.

Northeast Region Summary: Membership loss of 67 people or 9% from 2011 to 2013.

Bunches of regional organizations and clubs with different missions/geographical areas:

ECTRA (New England, PA, MD, NJ, NY), OAATS (OH and MW Region areas, primarily), OCTRA (Ontario), NJTRA, GMHA, Old Dominion, others!

Presence at a number of expos throughout the region – pros/cons

NE AERC Members Facebook page and more recently, discussion forum – pros/cons

Endurance Clinics happening and growing – encouraging more

Very few intro rides – a direction to head in?

Regional club – is it necessary?

More marketing/advertising – requires more focus and funds.

Northwest Region Summary: Membership loss of 17 people or 3% from 2011 to 2013.

Regional Organizations – PNER, SWIT&DR

PNER has created a brochure and has a horse expo presence.

Also conducted Endurance 101 Clinics

Intro Rides (one free!)

PNER has Rider Representatives which gives members a ‘voice’.

Pacific Southwest Region Summary: Membership loss of 47 people or 11% from 2011 to 2013.

Clinics/Education/Intro Rides

Endurance 101 Clinic, Centered Riding Clinics – Becky Hart, Lost Padres Trail Riders Club – John Parke, Intro Rides at Fire Mtn, Descanso, Vail Lake

New Members in our Region

Personal contact with new riders and non-renewing members, mentor program

Communication - Quarterly Newsletter, Email “Blasts”

New Rides - Vail Lake, Bucksnort, Sesento Anos, Casper Park Challenge

Additional Ride Days - Fire Mtn, Eastern Mojave

Additional Distances - Cuyama, Lost Padres

Free PR - John drag rides 100 mile run, Facebook mentor page for PSW

Stats - Decreasing members, but increasing ride days

Future Plans:

Additional Endurance 101 and possible 201 Clinic, More educational sessions with more publicity

Southeast Region Summary: Membership loss of 13 people or 2% from 2011 to 2013.

Very active and involved regional directors

One on the BOD “since the Dead Sea first took ill”, coaching for RMs, presence at all regional rides, support for AERC convention in Atlanta, 2014

Strong Regional Organization – SERA

Annual Convention – Strong communication of AERC and regional “hot topics”, Gold Sponsor of National Equestrian Trails Conference

First Time Rider Briefing – Huge Impact!

Endurance 101 Clinics – Two coming up in Ga

Southwest Region Summary: Membership loss of 44 people or 14% from 2011 to 2013.

No formal regional organization

2013 has 32 sanctioned rides

New Rides – Desert Storm Pioneer, Indian Springs, Listening Horse, Man Against Horse, and New Mexico Desert Classic Pioneer

Focus on historical rides

Advertising/Marketing – Bridle N Bit Magazine, Conner Family Ad

Endurance 101 Clinic – Hosted by the Elias Family, another planned for November

Strong mentorship program

West Region Summary: Membership loss of 126 people or 13% from 2011 to 2013.

No Report Submitted.

In Summary: Take away lessons? What is working? What is failing? What can the AERC BOD do to support what is working?

Connie Caudill moved to accept the meeting minutes from the July 8, 2013 conference call. Lisa Schneider seconded. The BOD accepted the minutes (see below).

The BOD passed the acceptance of the Executive Committee emergency ruling on the change of distances for the rides at the Unicorn Hunt Central Region and the Armadillo Ride in the Central Region. This request is for emergency distance change for a ride under the 90-day time limit according to the rules. The ride is already sanctioned to have a 25/50/100 over Labor Day weekend. The ride is held in the Davy Crockett USFS. This is a forest in east Texas. This is the first ride back in the forest after a hiatus for a few years due mostly to forest service management changes. The forest service has changed what trails they will allow ride management to use. So the distances would change to a 30/60/100. The change has the approval of both Regional Directors.

The request is for emergency distance change for a ride under the 90-day time limit according to rules. The ride is already sanctioned to have a 25/50/100 on October 19. The ride is held in the Davy Crockett USFS. This is a forest in east Texas. The forest service has changed what trails they will allow ride management to use. The only distance that would change would be the 25-mile LD to a 30-mile LD. The change has the approval of both regional directors.

Terry Woolley Howe moved to accept the Committee Reports and Office Reports – Junior, Competition, Education, International, Membership, National Championship, Protest & Grievance, Research, Ride Managers, Technical, Sanctioning, Sponsorship, Trails & Land Management, Veterinary, Endurance News, Office Staff, and Welfare of the Horse. Nick Kohut seconded. The BOD accepted the reports.

Lisa Schneider made a motion for the acceptance of updates to the AERC Administration Manual concerning the Reserve Funds. Susan Kasemeyer seconded the motion. Motion was withdrawn because the BOD wished more time to review them.

Break for dinner at 5:28pm.

At 6:59pm the meeting was called back to order.

Susan Garlinghouse gave an update to the AERC Educational Video Project undertaken by Susan Garlinghouse, Ken Herrera, and Julie Herrera. Under the auspices of the AERC Education Committee. The BOD watched the latest video's "Suggestions for your Crew Bag" and "The Control Check Exam". So far four videos are finished. One additional video is in final stage of completion with five scripts completed and awaiting voice over and editing. The videos will be copyrighted to AERC. In the six month action plan is to develop an AERC YouTube Channel and open videos to public viewing.

Sue Keith gave a Membership Committee Report. She went over the AERC Marketing Plan for 2014 (see below). Troy Smith's plan for Advertising funds was handed out to the BOD by Kathleen Henkel.

Patti Stedman gave an update on the Endurance 101 Clinics. The Endurance 101 clinics go through the basics of taking a beginner through an endurance ride. Many regions in AERC have held clinics. The Endurance 101 clinics are available from Patti Stedman through drop box. The next level of clinic is Endurance 201. One of the big phobias some perspective endurance riders have is camping with their horses. The Endurance 201 clinics include that.

AERC President Jan Stevens revisited the Strategic Plan brought before the BOD at the 2012 Mid-Year BOD Meeting. The major goal of this Strategic Plan was to focus on the membership of AERC – both to obtain new members and to retain more of our members. New ideas were brought forth from some BOD members indicating that there was a need for a more structured overall Strategic Plan, versus one that had such a narrow focus. It was suggested to have another face to face BOD meeting before the National Convention. The idea was tabled.

The motion to create an Ad Hoc Committee to Investigate Stand Alone Limited Distance Rides was tabled.

Susie Schomburg moved to adjourn the meeting at 9:39pm mountain time. Lisa Schneider seconded. The BOD agreed.

Submitted by Monica Chapman

AERC Marketing Plan for 2014

Submitted by the Membership Committee

Definition of *Marketing*: the process of communicating the value of a product or service to customers, for the purpose of selling the product or service.

Definition of *Marketing Plan*: comprehensive blueprint which outlines an organization's overall marketing efforts

A. AERC's Goals & Objectives:

1. Increase *brand* strength (long term initiative) and awareness of AERC and Endurance riding outside the organization
2. Increase number of full members
3. Increase all participation (day members, Intro riders, clinics)
4. Increase member engagement and enthusiasm

B. Market Target:

1. Alternate equestrian sports (Recreational Trail, Competitive Trail, Ride & Tie, Eventing, Jumping, Show, Western Pleasure, etc.)
2. Participants in non-equestrian endurance sports (running, biking, other endurance sports)
3. Retention of members who have not renewed.
4. People who support equine/performance horse research.
5. People who support trails preservation.

C. Goals & Methods:

1. Increase *brand* strength via common campaign language
 - a. "I'm A Endurance Rider" "I Am AERC" (personal appeal)
 - b. "AERC Is Trails" (appeal to trail lovers and preservationists)
 - c. "AERC Is Endurance" (appeal to athletes)
 - d. "AERC is Everyone" (families, new members, different breeds of equines)
 - e. "AERC Is 'Your Place'" – e.g. AERC Is Wyoming, AERC Is Shenandoah Valley, etc. (build local advertising effort)

2. Advertise and submit articles in magazines and publications

- a. Use *brand* consistency (per #1) to target specific magazine audiences (trails, running/biking, other horse sports, etc.)
- b. Highlight Trails Grant program ("AERC Is Trails")
- c. "I Am A Endurance Rider" "I Am AERC" ads
- d. Announce and advertise "AERC Is 'Your Place'" campaign

3. Offer incentives and challenges to increase enthusiasm and participation by members and 'outsiders'

- a. "AERC Is Trails" - My Favorite Trail essay
Advertise for submissions in Trails publications and Endurance News, relevant trail, endurance and organization websites (e.g., SEDRA)
Publish winners and favorites in same magazines, AERC website, AERC Extra online
- b. "AERC Is Your Place" - subsequent submission of the publication to AERC's Publication Reference List.
Maintain Publication page and send frequent reminders throughout the season
- c. New member discount (EasyCare? -Sponsorship committee)
Advertise this in other pubs from our pub list

4. Encourage local events (clinics, rides)

- a. Endurance 101 clinic
 - i. Make slides available to all via AERC webpage
 - ii. Convert slides to video and link to AERC You Tube channel
- b. AERC's Publication Reference List*** (see #8)
 - i. Design page for ease-of-use and accessibility
 - ii. Announce page via EN and internet media
 - iii. Include templates for event management to use (contact, date, info, etc.)

5. Produce and promote videos

- a. AERC You Tube channel (educational, Susan G) and promotional produced by and for AERC)
- b. Publish on other internet media
- c. Endurance/Trail Video contest

- i. Obtain sponsor for winners (Go Pro Cam—with help from sponsorship committee)
- ii. Promote and reward via EN and internet media
- d. Produce Endurance News historical video - Put all past cover shots into a promotional video - (Steph will create this)

6. Implement tracking of Introductory Ride and Day Rider participation

- a. Track number of Intro ride members along with Day members
- b. Follow up and to get them to join with sending out rider packets
- c. Post cards and e-mails

7. Generate a visual demographic map of the USA (with input from the Technical Committee and volunteers)

- a. a point for every member
 - b. a blob for every local distance club
 - c. a pin for every ride
 - d. a spot for every clinic
 - e. a point for every ad/announcement made
- Demographic map will be used to determine target areas for marketing ads.**

8. Create a searchable list of publications for Troy and others to use to identify places to advertise rides and clinics, also potential advertising publications. Will also include templates to use when submitting announcements, ads and other resources that might be useful.

D. Metrics for Measuring Marketing Effectiveness:

***** Membership can be tracked directly. Of equal importance is the ability to measure the *health of the organization*, as determined by the number of active riders and the number of events being held.**

- 1. Ensure implementation of plan and action items via online group email list for staff, committee members and active program participants
 - a. Color code events to represent specific activities or programs

AERC Board of Directors MOTION PROPOSAL

This Motion Proposal form is to be used in the development, presentation and approval process of submitting motions to the Board.

Motion Name **Change of Rules L7 and L7.2 regarding Limited Distance Best Condition Judging**

Proposing Committee **Competition Committee**

Date of Motion (Date to be presented to BOD) July 8, 2013 for vote at Mid Year Meeting on August 17, 2013

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

Proposed Motion (use exact wording)

Rule L7 would be changed to read: "An award will be available for the horse judged to be in the Best Condition." Rule L7.2 would be changed to read "The same best condition judging system used in the endurance category at any given AERC sanctioned ride, must be used in the limited distance category at that ride."

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

See attachment regarding background

Budget effect/impact (Attach spreadsheet if appropriate)

None

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

See attachment regarding benefit and impact to membership and AERC

Impact on AERC Office (Work load, budget)

none

Committees consulted and/or affected

Rules and Ride Managers

Implementation plan (Schedule, resources, financial)

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

See Attachment

Supporting approvals (proposing committee, participating committees)

This motion is a request for rule changes relating to Limited Distance best condition judging. The rules regarding BC judging are the same for all distances (25, 50, 100). An award does not have to be given if there are no equines finishing at the level determined by the veterinarian to be awarded that distinction, and use of the AERC Best Condition System is optional with ride management. But, only those horses judged using the AERC formula are eligible for AERC regional and national awards. This motion would change the rules regarding the judging of the BC in the Limited Distance category. Rule L7 currently reads: "An award may be available for the horse judged to be in the Best Condition." The motion would change rule L7 to read: "An award will be available for the horse judged to be in the Best Condition." Rule 9.2 (endurance) and Rule L7.2 (limited distance) both read, "Use of the AERC Best Condition System is optional with ride management." Rule L7.2 would be changed to read "The same best condition judging system used in the endurance category at any given AERC sanctioned ride, must be used in the limited distance category at that ride."

Rationale supporting this motion:

Over the last few years, AERC has been battling a decline in the membership of our organization. Much of this is due to the economy, with many members needing to choose where they spend their disposable income. The results of the survey that we recently sent to members showed that the average age of our members is increasing, and as our members age, they are no longer able or willing to do the longer distances that they did when they were younger. Busy lifestyle also encroaches into the time to train for the longer distances. All of these reasons have contributed to the increasing popularity of the limited distance rides.

This sport and the AERC organization have evolved. Originally, there were fewer members, doing longer distances. There are now more members, many of which are more comfortable doing shorter distances. As the limited distance category grew, changes were made in our policies to reflect the importance of those limited distance participants to this organization. Reluctantly (for some), ride managers were required to list accurate finishing times and the order of completion for limited distance riders. Regional awards are now given to members with the highest accumulated miles in limited distance rides.

The percentage of rider starts in the limited distance category is increasing in most regions. In the Central and Midwest Regions the percentage of riders in the limited distance division averages almost 60% of all starters. While in the West and Pacific South, the riders in the limited distance category average less than 30% of all starters. There are many complaints from limited distance riders that they

do not attend some of the rides in these two regions because LD riders are not allowed to show their equines for best condition.

Ride managers are given a great deal of latitude to choose what awards are given, and for the most part, that would not change. Some ride managers do not give a first place, and some do not give awards for division winners. This proposed rule change would not affect that. Those ride managers who do not judge limited distance using the AERC Best Condition System frequently give an award calling it a "horse excellence award" (with no consistent measure of the horse), so this would not add an award, merely the way it is judged. Also, if a ride manager has a problem with using the AERC Best Condition System, then they are not required to use that formula in determining the best condition horse. BUT, if they use that system for the longer distance, then that same formula should be used in the limited distance category also. When rides do not use the AERC Best Condition System in the limited distance category, many of our members are denied the opportunity to have their equine compete for these AERC regional and national awards. This rule change would not dictate that a best condition award is given, only that it is available, and that it be judged fairly. This rule change would ensure that all AERC members would be treated equally regardless of the distance they ride, and regardless of the personal bias of the ride manager.

The results of the AERC questionnaire completed by our membership indicated by 2 to 1 that judging for best condition should be the same in the limited distance category as in the longer distances.

AERC Board of Directors MOTION PROPOSAL

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Motion Name Update to rule 13 appendix A and C (Drug rule, prohibited and allowed substances)

Proposing Committee Veterinary Committee

Date of Motion Midyear board meeting, 2013

Classification of Motion Request Rule update

Proposed Motion Remove pergolide mesylate from Rule 13, appendix A (prohibited substances). Add pergolide mesylate to Rule 13, Appendix C, (allowed substances). Amend Appendix C to add item 12. Pergolide mesylate.

Background, analysis and benefit Older horses are competing in AERC sanctioned rides, particularly in the Limited Distance category. Par Pituitary Intermedia Dysfunction (PPID or Equine Cushings Disease) is not uncommon in the older horse and can be well controlled with pergolide. Allowing pergolide during AERC competition will allow older horses with PPID to compete without interruption in treatment. Untreated, uncontrolled PPID commonly leads to laminitis, thus the allowance of pergolide is a humane issue for older horses. Pergolide has no known affect on performance in horses, and should not affect the safety of horses competing in long distance competitions.

Budget effect/impact Updating/reprinting of appendix A and C, rule 13.

Benefit and/or Impact to Membership and/or the AERC Older, healthy horses diagnosed with PPID that are well controlled with pergolide will be allowed to compete in AERC rides without interruption of treatment.

Impact on AERC Office Updating appendix A and C, rule 13.

Committees consulted and/or affected Welfare of the Horse Committee

Implementation plan To be implemented at the start of the 2014 ride season.

Supporting materials Rule 13

Supporting approvals Veterinary Committee, Welfare of the Horse Committee

AERC Board of Directors MOTION PROPOSAL

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Motion Name Establishing of Plateau Mileage Award

Proposing Committee Competition Committee

Date of Motion (Date to be presented to BOD) July 8, 2013 for vote at Mid Year Meeting on August 17, 2013

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

Proposed Motion (use exact wording)

Establishing a mileage plateau award for lifetime miles with a jacket with a designation of either endurance miles or competition miles (combining endurance and limited distance miles).

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

See attachment regarding background

Budget effect/impact (Attach spreadsheet if appropriate)

None

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

See attachment regarding benefit and impact to membership and AERC

Impact on AERC Office (Work load, budget)

Need to verify mileage of members

Committees consulted and/or affected

Ride Managers

Implementation plan (Schedule, resources, financial)

immediately

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

See Attachment

Supporting approvals (proposing committee, participating committees)

This motion is the establishment of an award for lifetime miles for members when they reached established mileage plateaus. This would be a jacket which the members could order (at their expense). Members would have the choice of only counting their miles accumulated in endurance rides (in which case, their jacket would indicate “### endurance miles”), or they could count both endurance and limited distance miles (in which case their jacket would indicate “### competitive miles”). This combining of miles for this plateau of lifetime miles would have no bearing on annual regional or national awards, but lifetime miles only.

Rationale for support of this motion

Many former AERC members have indicated that one of the reasons they did not renew their AERC membership was the fact that they no longer did the longer distance rides and, while they still enjoyed the limited distance rides, they were disappointed that they could not combine their endurance and limited distance miles for lifetime achievement awards.

In an effort to give an incentive to our members to retain their AERC membership, members who dropped down to the limited distance category could still accumulate lifetime miles for plateau awards. This motion would establish an award jacket be made available to our members when they reached designated mileage plateaus and this would also provide a goal for our members to strive for. The jacket would be available at certain mileage plateaus (number of miles for these plateaus still to be determined). There would be no cost to the organization for this award.

By allowing members to continue counting their completion miles as they move down to the shorter distances (they would have to still be members when they earn these miles), it will be an incentive to retain their membership.

The results of the survey that was recently completed by AERC members indicated that the majority would like to combine their miles earned in endurance and limited distance for lifetime miles. This award would be a compromise to that majority view because members can request that their jacket indicate the total “competition miles” on their jacket if that is their preference.

AERC Board of Directors**MOTION PROPOSAL**

Motion Name **Revision on time frame concerning ride sanctioning**

Proposing Committee **Sanctioning**

Date of Motion 8/17/2013

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

Proposed Motion (use exact wording)

(Changes highlighted)

16. Sanction Requests for new rides, ride date changes or in ride length must be received for approval by the Regional Director at least 90 days before the actual ride date, and received by the AERC Administrative Office at least 60 days before the ride- so that proper notification of the ride can be made to AERC members.

Sanctioning directors may allow, with approval of the other Regional Director and the Executive Committee, sanctioning or ride change requests that are received after the 90/60 day period for emergency purposes only.

However, sanctioning directors may allow, with the approval of the other regional director and the Executive Committee a request for the inclusion of an additional distance to an already sanctioned ride if the request is submitted at least 30 days before the ride date to the Sanctioning Director.

Also needing to be revised in the rules concerning the same subject...

Rule 1.3 The sanctioned ride mileage(s) cannot be changed no later than 60 days before the ride; points and miles will be awarded according to the mileage for which the ride is sanctioned (See Rule 16).

LD Rule:

Rule L1.3 The sanctioned ride mileage(s) cannot be changed no later than 60 days before the ride; points and miles will be awarded according to the mileage for which the ride is sanctioned (See Rule 16).

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

The time frame to be shortened since most ride managers sanctioning their rides online and if the SD approves the ride is sanctioned almost instantly. Times have changed and riders check the internet calendar for ride dates not many rely on US Mail for ride dates.

Budget effect/impact (Attach spreadsheet if appropriate) None

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

Much easier on the ride manager sanctioning rides and the sanctioning director

Impact on AERC Office (Work load, budget) Very little

Committees consulted and/or affected

Rules, Ride Managers, Sanctioning and the Office

Implementation plan (Schedule, resources, financial) Immediately

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

AERC Board of Directors MOTION PROPOSAL

This Motion Proposal form is to be used in the development, presentation and approval process of submitting motions to the Board.

Motion Name:

\$500 Donation to Junior Riders at the AERC National Championship

Proposing Committee:

Junior Committee

Date of Motion (Date to be presented to BOD)

August midyear meeting

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

Addition

Proposed Motion (use exact wording)

The junior committee would like to propose a motion that \$500 (maximum) be donated to the Junior Riders participating at the AERC National Championship to support juniors riding. The \$500 would be split evenly amongst any junior riders starting the Championship. There would be a cap of \$50 per rider. This would be mailed out after the event and be a partial reimbursement of their entry.

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

These funds would match those that are given to the North American Junior Young Rider Championship.

Budget effect/impact (Attach spreadsheet if appropriate)

Max of \$500. If there are up to 10 junior riders starting each would receive \$50, 11 each would receive \$45.45, 12 each would receive \$41.67 and so on. Funding would come from the General Fund.

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

Show support for Junior Riders at the AERC National Championship

Impact on AERC Office (Work load, budget)

Send out \$50 (maximum) to junior riders who started the AERC National Championship.

Committees consulted and/or affected

Junior Committee

Implementation plan (Schedule, resources, financial)

To be started at the 2013 AERC National Championship

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

Supporting approvals (proposing committee, participating committees)

AERC Board of Directors MOTION PROPOSAL

This Motion Proposal form is to be used in the development, presentation and approval process of submitting motions to the Board.

Motion Name: Trails Grant for Capitol Forest-Wedekind-Porter Trails Project--2013

Proposing Committee: Trails & Land Management

Date of Motion: August 17, 2013

Classification of Motion Request: New

Proposed Motion:

The Trails & Land Management Committee proposes to the AERC Board of Directors that \$846 be granted to the Capitol Forest, a DNR managed forest near Olympia, Washington, for the purpose of purchasing gravel to harden 5 sections of trail, and to also pay for the hauling of the gravel to the repair sites.

Background, analysis and benefit :

To ensure the safety and sustainability of these sections of the trails for equestrian, bike and foot travel, as well as during the Bare Bones Endurance Ride and for year round use. Capitol Forest is a multi-use forest with active equestrian events staged by Backcountry Horseman, Competitive Mounted Orienteering, Competitive Trail Riding, Stockman's Coalition as well as AERC sanctioned endurance rides.

Budget effect/impact:

\$846 out of the Trails Grand fund.

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

This project supports a current AERC endurance ride—the Bare Bones ride—ride manager is Heidi Larsen—who submitted the application for the grant. Bare Bones has been held from 2011 thru 2013 and the Capitol Climb ride was held here previously in 2004-2005. This ride manager is actively pursuing good relations with the Capitol Forest management.

Impact on AERC Office: Minimal

Committees consulted and/or affected

Trails and Land Management Committee

Implementation plan (Schedule, resources, financial)

Project was scheduled to start on 7/15/2013. There is a gravel pit on the property, so no extra cost for the rock—geo web used with the rock. Volunteer labor.

Supporting materials: N/A

Supporting approvals: N/A

American Endurance Ride Conference Trail Grant Program Application Form

Proposed Project Name: Horseshoe Bend Park

Location of Proposed Project: New Jersey

Physical Address: Horseshoe Bend Road; Frenchtown, NJ 08825

GPS Coordinates (if available):

City, State & County: Frenchtown, NJ; Hunterdon County

Requesting Organization: Friends of Horseshoe Bend Park (FHSP)

Description and purpose of Requesting Organization:

FHSP organized in 2012 in order to support and develop Horseshoe Bend Park for all non-motorized users and to encourage preservation of green space surrounding the park.

List of contacts for requesting organization¹:

Meg Sleeper VMD

32 Horseshoe Bend Rd

Frenchtown, NJ 08825

908-500-0091 sleeper@vet.upenn.edu

Estimated total cost of project: \$3870.30 (please see attached document for additional information)

Funds requested:

or

Matching Funds requested:

List of Matching share provided by requesting organization²:

☐ **Private donations of land:**

☐ **Private donations of cash:**

☐ **Private donations of labor, equipment, materials:** Labor, equipment and material to mark trail, spread gravel to improve footing in wet areas and to post NJ liability signs totally 60 man hours and tractor to spread gravel.

☐ **Other grants:**

We applied for and received a New Jersey trail grant in 2012. With this grant for \$20,981.25 (and \$5,245.31 in total Inkind support) we have improved areas in need of erosion control and plan on

building several short bridges and kiosks where maps and park rules will be available for trail users.

2013 we applied for a NJ trail grant to purchase a composting toilet for one of the trail heads. We will find out in a few months if we receive that grant (grant is \$22,500 with \$5,750.00 in Inkind support).

Please list all responsible contacts for the project. Meg Sleeper; Sandy Terp

Only included matching amounts you are receiving as applies to this grant.

funds/resources:roject Description: Two trails are currently marked. This trail grant would allow us to obtain markers to mark 4 additional trails that are currently unmarked, one of which will connect the current park trail system (@ 9 miles, some still unmarked) with 16 miles of trail available to horse

traffic in the Delaware State Park. We will also purchase and spread gravel on geotextile fabric over

2 sections of trail which are currently often wet and boggy to improve them for equine traffic. Finally, we will also purchase signs with information regarding the NJ equine liability law. These signs will be posted at the 2 trail heads and sporadically around the property.

To help document Trail Master involvement in AERC trail grants, please indicate if you have an AERC certified Trail Master involved with any trail preservation at the project site? *This is for our information only and is not a requirement unless the grant is for actual trail work.*

X Yes, there is an AERC Trail Master involved with this project!

Name of Trail Master__Sandy Terp_____

No, not at this time.

How many hours has your organization been involved with trail maintenance in the past year? Please describe.

We have had trail work days monthly from March through November the last three years. These work days range from 4-8 hours long and are attended from 6-30 people depending on the day and work to be done.

If you have no organized program with your land manager regarding trail preservation, would you be willing as a condition of the grant, to bring a Trail Master into your grant project team and begin to work on trail maintenance?

Yes

Is there currently an endurance ride being held at these trails? Please name the ride and length of time in existence.

No, however we will be hosting an AERC trail clinic in addition to our second annual pleasure trail ride on September 28, 2013. Our goal is to host a 50 mile endurance ride in 2014 or 2015 depending on our progress with trail development.

Do you have a Memorandum of Understanding with your land manager allowing for current and

future use of the trails for equestrians and endurance events? If yes, please attach. If no, please inquire with your land manager if they would be willing to review and approve as a condition of this grant.

There is an MOU in place with the state of NJ.

A copy is attached.

Estimated start date of your project³

As soon as funds become available.

Background information

Horseshoe Bend Park is located in Kingwood Township, New Jersey and consists of 452 acres of woods, streams and fields. The park currently has over 5.5 miles of trails used for hiking, horseback riding and bird watching with an additional 2.5 miles of trails being constructed in 2013. Land purchases currently being negotiated by Kingwood Township and the State of New Jersey will add an additional 248 acres – increasing the total park size to 700 acres. A 5-year renewable Memorandum of Understanding (MOU) between Kingwood Township and the State of New Jersey exists that grants Kingwood Township the management responsibilities of the entire park (110 acres owned by Kingwood Township and 342 owned by the State of New Jersey)

The park is adjacent to the Delaware and Raritan State Park, which has a 70 mile towpath along the Delaware River, which is also open for equestrian use - however, the trail between the two parks is unmarked. The park property is also surrounded by preserved farmlands (approximately 1,000 acres), which could be used for endurance events with landowner approval. The use of adjacent preserved farmlands has been permitted in the past to allow for a corridor between Horseshoe Bend Park and the Frenchtown Preserve (to the North) – doubling the miles of trails available for local equine events.

Budget for AERC trail grant proposal

Trail markings (500 X 4 different colors; \$0.52)	\$1,040.00
Trail mileage markers (70 @ \$1.29)	\$ 90.30
Equine liability signs	
4 large @\$15 each	\$ 60.00
20 small @6 each	\$ 120.00
Horse crossing signs for road crossings	
4 @\$20 each	\$ 200.00
Gravel and geo-textile fabric (trail stabilization)	\$2,160.00
Boundary signs (10 @\$20)	<u>\$ 200.00</u>
Total	\$3,870.30