

## 2026 June

- **Education Committee**

The Education Committee has been very active with two recent webinars:

- ★ Building the Age-Proof Endurance Rider
- ★ How to Host an Intro Clinic

A webinar on “Feed Room Fiction: Endurance Nutrition Myths Exposed,” with Lara Worden has been postponed to a later date. Another webinar in the works is “Vision of the Horse,” with Christoph Schork, date TBD. The Committee continues to actively search for presenters & topics. Additionally, the Committee continues to submit articles for EN. Upcoming in the June issue is “Be Safe, Not Sorry,” on many ways for a safer ride.

Respectfully submitted, Naomi Preston, Chair

- **Membership Committee**

The Membership Committee would like to welcome returning member Keith Kibler to the membership committee. We are pleased to have him rejoin the committee.

As part of our outreach efforts, 151 emails were sent to non-renewing members in the MW Region. To date, we have received 17 responses. Of those responses, 8 members have renewed their memberships. The most common reason given for not renewing was the increasing expense of competing this year.

The Pacific Southwest Region has also completed an email outreach campaign to non-renewing members in their region.

The Membership Committee encourages all Regional Directors to personally contact non-renewing members within their regions. If any Regional Director is unable or unwilling to do so, please contact the Membership Committee and we will be happy to assist by conducting the outreach on your behalf.

Respectfully submitted by Maureen Fehrs, DVM, Membership Committee Chair

- **Sanctioning Committee** - no updates to report at this time

- **Welfare of the Horse Committee**

The Welfare of the Horse Committee received complaints regarding disruptive rider behavior and took appropriate action to address and correct the issues.

Respectfully submitted, Laurie Underwood, Welfare of the Horse Committee Co-chair

- **International Committee** - Nothing new to report.

- **Marketing Committee**

The Marketing Committee continues to focus on initiatives that increase member engagement, celebrate our sport, and expand AERC's visibility.

A major priority has been the development and promotion of the AERC Mileage Challenge, which launches June 15. Final preparations are underway, and we are excited to introduce this new program designed to encourage participation and recognize member achievements.

Our volunteer media crew continues to gain momentum, producing engaging content from rides across multiple regions. Recent coverage has included rider interviews, behind-the-scenes features, and aerial drone footage. The team is also coordinating with the Old Dominion/National Championship crew to provide as much event coverage as possible, subject to internet and cellular connectivity at the venue.

The AERC online merchandise store continues to grow, generating supplemental revenue while increasing organizational visibility. To further promote the store, we plan to encourage members to share photos on social media featuring AERC-branded merchandise: apparel, mugs, car magnets, and other fun items.

Looking ahead, the committee's next priority is developing a library of downloadable marketing resources for members and ride managers. Planned materials include customizable flyers, presentation slides, and promotional tools that can be used to recruit new riders, educate the public about endurance riding, and support local outreach efforts.

The committee remains committed to increasing awareness of AERC, supporting our ride community, and providing resources that help grow the sport at both the local and national levels.

Respectfully submitted, Kim Minarich and Giulia Orth Co-chairs of the Marketing Committee

- **National Championship Committee**

The National Championship is literally right around the corner, and the OD is ready to welcome all the riders and crew. It takes a large village, maybe town, to pull off the

running of the point-to-point OD ride. I cannot thank my core group enough who have helped for the last several months.

### **Sponsorships and Material:**

The swag bags have been stuffed with all the wonderful donations from numerous sponsors (see the list) and a picture of the swag bags. We have 9 Platinum sponsors (donation valuing over \$1000 worth of product or prizes), 3 gold sponsors, 13 Silver level sponsors, and 10 bronze level sponsors. One of those Platinum sponsors was the large grant we received from the Virginia Horse Industry Board of Virginia. The sponsorships and donations have either gone to awards for the riders or sample items in the swag bags. We are so grateful for all these sponsors.

### **Media and Tracking**

The 12 page brochure has gone to print (Guilia will share a pdf file). We are excited to say we will have several assigned "Media Crew" personnel taking pictures and video and uploading them to the AERC, who will then post them to FB and Instagram. We will have semi-live coverage of the event.

We will also have trackers on the NC riders. It will be shown on a large monitor up under our big tent. My radio crew are "trying" but have not figured out how to make it shareable with people away from ride site. But Steven Hays is working on ways to get the info out. I may know more by Monday night's meeting.

### **Entry Numbers:**

**Preliminary entries: 119 total** (registration will remain open until midnight Monday night) This report was prepared Thursday 6/4.

15 in the NC 100 (Saturday)

4 in the Open 100 (Saturday)

36 in the NC 55 (Thursday) (2 are contemplating moving up to the NC 100)

22 in the Open 55 (Friday)

41 in the Open 25 (Friday)

### **Multi-day Riders::**

10 riders are riding multiple days; 3 of those riding 2 endurance days, and on the 3<sup>rd</sup> day will be doing Ride and Tie! More power to them!!! 2 more riders are doing one endurance day and one Ride and Tie Day

### **Ride and Tie World Championship:**

Ride and Tie, which will have different distances each day, has a total of 49 teams sign up.

10 on Thursday Short Course

17 on Friday Long Course

21 on Saturday Equitation and Fun run

This will definitely bring in additional revenue.

**Volunteer Support:**

We are fortunate to have an incredible number of volunteers signed up to help. Most are long time volunteers for the OD and a very experienced group. We have 85 volunteers, and this does not include the radio crew, mountain bikers that help mark trail, and drag riders. So, I am sure we have more than 100 volunteers when it is all said and done.

Looking forward to seeing several of you in base camp soon!!!

Please see the attachment (brochure).

- **Trails/Land Management Committee**

The Trails committee is currently reviewing several grant applications from multiple regions. It is so nice to see AERC members working hard to improve our trails!

Respectfully submitted, Dawn Hilliard Co-chair of the Trails Committee