BOD Meeting Agenda 11/9/26

Call to order and roll call

Housekeeping

Acceptance of Agenda
Approval of BOD meeting minutes of 10/12/26 ### end of document - please note corrected rider start data in red.

Excusals from 10/12/26: Susan Kasemeyer (personal reasons); possible excusals from 11/9/26: Lara Worden (work conflict), Olin Balch (schedule conflict), and Mollie Krumlaw-Smith (ride management conflict)

Statistical report by Giulia Orth

	2025	2026	Change	% Change
Total Members through November 1	3,918	3,828	-90	-2.3%
New Members through November 1	503	551	48	9.5%
Rider Fees through November 1	$49,933	$45,308	-$4,625	-9.3%
Sanction Fees through November 1	$17,855	$17,618	-$237	-1.3%
Starting Riders through November 1*	10,126	9,453	-673	-6.6%

* Pending results from 5 rides

Plan of action: Staged emails for renewal reminders to send more personalized renewal messaging to ride managers and control judges. Assist Ride managers with ride promotion using their input from the ride manager survey. Other updates: Suspended riders list now visible on RM page.

COMMITTEE REPORTS

Education Committee

How we're implementing Strategic Plan:

Strategic Concern 3: Membership

Maintaining a strong engaged membership allows for AERC to become the equestrian sport of choice with something to offer for everyone

Goal 1: Retain existing members and increase the number of new members

Regarding Goal 1 above, our articles and webinars help retain existing members by providing them with education, both written and virtual.

Recent articles & webinars:

Webinar: Christoph Schork – Night Riding

Article: Vet Holds/Checks – The Vet Check & How to Pack Your Essentials, Ashley Wingert

Article: Cross-Train Like Your Horse Depends On It, Tamara Baysinger

Upcoming articles & webinars:

Enrich Your Winter Months with Great Books, Blogs & Podcasts, Joanna Zatteiro.

Cross Training with Dressage (2 parts), Erin McChesney.

Webinar: Donna Snyder-Smith, topics currently under consideration.

Webinar: Panel Discussion for riders considering endurance, but not currently AERC members. Purpose: To educate and entice riders to become members. Cost $25. Panel will include veteran riders, a Ride Manager, Veterinarian, and new rider. Scheduling TBA.

Educational materials on website – working with Stagg Newman to update.

Respectfully submitted by Naomi Preston, Committee Chair

Marketing Committee

UC Davis Horse Day, with WSTF: AERC and WSTF set up side-by-side booths at the UC Davis Horse Day event, with games and prizes, and many visitors wanted to try endurance. It also showed us how to reframe our message for local families who trail ride and are curious about endurance. The messages that matter most to this audience:

- All breeds are welcome
- Distances build up gradually, anyone can ride and enjoy the views!
- Mentors are available for coaching and education
- There are many opportunities to learn online, by volunteering ride camps, entering Intro Rides

USPC Annual Convention, Illinois: Dr. Rae Birr is presenting about AERC and endurance at the Pony Club convention, and Dr. Maureen Fehrs, chair of the Membership Committee, will run an AERC booth in the trade show.

Membership/Marketing Committee Possible Merger: Committee chairs met to work on a plan of shared responsibilities and discussed possibly merging the two committees.

Member outreach: Members already hand out endurance information in their communities. The committee is planning to build on that in the following ways:

- **Feed store flyer:** a flyer for members to post at local feed stores, sent with the membership card and rule book. See Request to the board.
- **Instagram:** members tag @aerc_endurance as a collaborator on their reels, so their posts also appear on the AERC feed.
- **TikTok:** the committee is scoping an AERC TikTok account, with support from younger members.

Mileage Challenge: The fall mileage challenge, Miles to Milestones, launched September 22 with a theme built around AERC awards. Participants: 53 (sign-ups were down this round); engagement among those who signed up remains strong, about 80% of participants are on track to log 100 conditioning miles by the end of the season. The total gross income generated from the Spring and Fall Mileage Challenge is $8,267 (before awards and shipping costs).

Convention promotion: Promotion is underway for the 2027 AERC Convention, February 22 to 28 at the Hilton Garden Inn.

Ride manager support: The committee will focus on helping ride managers promote their events on social media and on encouraging ride volunteers to tag @aerc_endurance in their posts from ride camp.

Media Crew: Media Crew effort is ongoing. Committee members are reaching out to ride managers to help coordinate coverage of their events, and a crew of young volunteers plans to provide live coverage at the upcoming convention.

Presentation slides: Cindy Young has developed a template deck for presenters to add their content. It will continue to be fine-tuned as needs arise and will be shared with members upon request.

Intro miles motion: The committee's motion on recognizing intro ride miles went to all committees and will be discussed by the board at the November 9 meeting.

Social media policy revision: The committee will be reviewing the current social media policy to keep it in line with the organization's current needs.

Request to the board: The Marketing Committee asks for board approval to include a feed store flyer with each membership card and rule book. A ready-made flyer gives members a consistent piece to post locally and turns their existing goodwill into a low-cost recruitment channel. There is no additional mailing cost; the only costs are flyer design by Cindy Young and printing.

Respectfully submitted by Giulia Orth, Committee Co-chair

Membership Committee

The merging of the membership and marketing committee was discussed since the charters of the two committees have so much overlap. The membership committee is in favor of the merger as long as members are reassured that member concerns can still be brought to the committee.

The membership committee is in favor of recording intro mileage as listed in the revised intro mile motion.

An article outlining a successful membership campaign by a regional club is in progress.
A booth will be manned at the national Pony Club convention in Madison, Wisconsin, at the end of January 2027.

Respectfully submitted by Maureen Fehrs, Committee Chair

Sanctioning Committee

The Sanctioning Committee was asked to review a sanctioning ride date dispute for a new AZ endurance ride that would bookend two existing rides. After reviewing the request, the Sanctioning Committee voted to stand with the sanctioning director and not sanction the new ride, and they would need to use the suggested dates given by the sanction director or find a new date that worked.

Nothing else to report.

Respectfully submitted by Regina Rose, Committee Chair

Competition Committee new Co-Chair: Lisa Schneider

Ratify Executive Committee budget approval of $350 to have an AERC booth at the USPC annual convention in Illinois

General Liability Insurance - increase limits or keep as is?

Option 1	Option 2	Option 3	Limits of Liability
1,000,000	1,000,000	1,000,000	Each **accident**
3,000,000	3,000,000	3,000,000	Products/Completed Operations Aggregate Limit
3,000,000	3,000,000	3,000,000	Policy Aggregate (Other than Products/Completed Operations) but sub-limited to:
1,000,000	1,000,000	1,000,000	Personal Injury and Advertising Injury each offense.
300,000	300,000	300,000	Fire Legal Liability any one Fire and in the aggregate.
100,000	100,000	100,000	**damage to property** Limit: any one **covered activity** for property rented or loaned to the **insured** or in the **insured's care, custody or control** (other than **horses**).
5,000	5,000	5,000	Medical Payments any one **accident.**
50,000	150,000	200,000	Any one **Horse** in **care, custody or control**.
100,000	300,000	400,000	in the aggregate for all **Horses** in **care, custody or control.**

NOTE: 25% MINIMUM EARNED PREMIUM AND SERVICE FEE IS FULLY EARNED

Option 1		Option 2		Option 3	
$1,000,000 Occurrence $3,000,000 Aggregate		**$1,000,000 Occurrence $3,000,000 Aggregate**		**$1,000,000 Occurrence $3,000,000 Aggregate**	
Premium Sub Total	$ 34677.50	Premium Sub Total	$ 35777.50	Premium Sub Total	$ 36277.50
Service Fee	300.00	Service Fee	300.00	Service Fee	300.00
State Tax	1040.33	State Tax	1073.33	State Tax	1088.33
State Fee	62.42	State Fee	64.40	State Fee	65.30
Other Fee	0.00	Other Fee	0.00	Other Fee	0.00
Terrorism	0.00	Terrorism	0.00	Terrorism	0.00
Total Premium	**$ 36080.25**	**Total Premium**	**$ 37215.23**	**Total Premium**	**$ 37731.13**

Option 1: Accept ☐ Decline ☐ Option 2: Accept ☐ Decline ☐ Option 3: Accept ☐ Decline ☐

Protest and Grievance Committee Motion: Failure to Obey Penalty

Proposing Committee: P&G Committee / **Date of Motion:** November 9, 2026

Classification of Motion Request: New Rule

Motion from the Protest & Grievance Committee: Proposed Rule 15.5

Rule 15.5 Upon motion by a Board member or the Chair of Protest & Grievance Committee, and pursuant to Rules 15.3 and 15.4, the Board of Directors may impose a penalty for a violation under 15.1.b. Written notice of the motion shall be sent to the

person(s) named in the motion with the opportunity to file with the AERC office within 20 days of notice of the motion a written response to the motion which will be presented to the Board together with the motion.

Rationale: Currently there is no formalized mechanism for addressing a violation under Rule 15.1.b: "Failure to obey any penalty imposed by the AERC." Requiring a protest in such circumstances is unnecessarily cumbersome, requiring some party to file yet another protest and with the potential of further dragging out the process with appeals, etc. This rule would permit the Board to quickly address the issue with finality. As an aside, this proposed rule could be expanded to include any infraction under Rule 15.1. Rule 15 grants the Board the authority to take action in such matters and this would provide a mechanism for doing so.

Note: If this Rule is only to encompass 15.1.b then only a Board member or the Chair of the P&G should be in a position to make such a motion. However, if the Board wishes to expand the proposed Rule to include any infraction under 15.1, it would seem to make sense to enable other Committee Chairs, the Sanctioning Committee for example, to make such a motion.

Marketing Committee Motion: Recognizing Intro Miles

Motion Name: AERC to recognize Introductory Ride distances in overall mileage for AERC members

Proposing Committee: Marketing Committee

Date of Motion: November 9, 2026

Classification of Motion Request: new policy and rule changes

Proposed Motion

Add another column to the online results for rider and horse ride results listing the Intro rides and add those miles to the overall mileage. Highlighted in yellow. In the overall miles it will add all the miles.

	ENDURANCE	OVERALL			LD	OVERALL		INTRO			OVERALL	100's	
SEASON	MILES	RIDES	COMP	BCs	MILES	RIDES	COMP	MILES	RIDES	COMP	MILES	STARTS	COMP
2026	200	3	2	1	75	3	3	15	1	1	290	1	1
2025	50	1	1	0	50	2	2	48	4	4	148	0	0
Recorded	**250**	**4**	**3**	**1**	**125**	**5**	**5**	**63**	**5**	**5**	**438**	**1**	**1**

The horse records would be updated the same way.

Rule change: Under the Introductory Ride rules, rule ”4. All introductory rides must have a pre-ride and post-ride exam completed by a control judge. These exams are to have the same requirements as any other AERC-sanctioned distance” to: 4. All Introductory Rides must have a pre-ride and post-ride exam completed by a control judge. These exams are to have the same requirements as any other AERC-sanctioned distance including the completion or pull code. Completion requires 60 heartbeats per minute or less to be met within 30 minutes of the finish.

Rule 7 would be changed from: “7. No points or mileage are recorded for the equine or owner” to: 7. Intro Ride completion miles for exact mileage will be recorded only for current AERC Members and AERC equines. No points will be recorded. No placings or Best Condition will be awarded. No Day Member fees will be charged.

Rule 8 would be changed from “8. Ride results for these distances should not be reported to AERC and will not be published.” to: 8. Ride results for these distances will be reported to AERC, including completion or pull codes but without placings or ride times and will be published on the AERC website.

ADD:

9. Intro Rides shall be subject to equine welfare rules and sportsmanship rules, and may be subject to drug testing.

Background, Analysis, and Benefit: AERC has been losing members at an alarming rate. Recognizing Intro ride distances in overall mileage may help retain current members, particularly longtime riders who continue to support AERC rides by participating in Intro rides when they are no longer able to ride longer distances.

Member Impact: Counting Intro Miles toward overall totals recognizes riders at every distance. It gives newer Intro riders a reason to join and keeps former members connected even if they no longer ride endurance distances.

Eligibility and Mileage Recording: Riders must be AERC members at the time of the ride for Intro mileage to be recorded. Previously completed Intro miles will not be counted retroactively.

Fees and Entry Costs: AERC will continue to charge only a minimal rider fee, currently $1.00, and will not assess drug-testing fees for Intro Rides or Day Member fees. This approach may help keep Intro Ride entry fees lower.

Budget effect/impact: Ride Managers will need to maintain and submit completion records for Intro Ride participants. Programming cost estimate.

Impact on AERC Office: Web engineer estimate:

Scope	Max hours	Max cost
Intro rides recorded properly, exact miles credited to the rider's record and overall mileage, Completion/Pull codes only (no placings)	16	$720
Add-on: Intro miles also credited to the horse's record and lifetime mileage	4	$180
Total with the horse add-on	**20**	**$900**

Benefit and Impact to Membership and the AERC Organization: This proposal supports AERC's long-term vitality by encouraging broader member engagement and helping more riders remain connected to the organization.

Implementation plan: Beginning on December 1, 2026. Ride Managers will need to return results listing all Intro Ride participants and the mileage that was ridden. Many rides offer more than one distance.

Supporting materials: Survey results

Committee and Office Feedback: Ride Managers Committee; Competition Committee

Supporting approvals: Competition Committee

Executive Session: Legal updates

October 12, 2026, AERC Board Midyear Meeting Minutes

President Nick Kohut DVM called the meeting to order at 8:04 p.m.
Board members present were Chelsea Arnold, Olin Balch DVM, Bruce Burton, Connie Caudill, Marci Cunningham, Maureen Fehrs DVM, Bridget Helms, Dawn Hilliard, Nick Kohut DVM, Mollie Krumlaw-Smith, Bob Marshall DVM, John Parke, Maribel Paulson, Naomi Preston, Melissa Ribley DVM, Regina Rose, Tami Rougeau, Khristin Seymore-Norsworthy, Jan Stevens, Vance Stine, Laurie Underwood, Lara Worden, Executive Director Giulia Orth, and Diane Rowley, Protest and Grievance Committee Chair.

Connie Caudill moved to accept the agenda, with Tami Rougeau seconding the motion. The motion was approved.

Tami Rougeau moved to approve the meeting minutes from September 14, 2026, which Olin Balch DVM seconded. The motion was approved.

A motion was made by Connie Caudill which was seconded by Vance Stine to excuse Chelsea Arnold from the 9/1/2026 meeting for a family emergency, and Ashley Wingert (traveling), Diane Connolly (poor ride camp reception) and Mike Maul (medical) from the 10/12/2026 meeting. Susan Kasemeyer was absent.

Giulia Orth presented the statistical report:

	2025	2026	Change	% Change
Total Members through October 1**	3,898	3,755	-143	-3.7%
New Members through October 1	486	520	+34	+7.0%
Rider Fees through October 1	$42,999	$41,577	-$1,422	-3.3%
Sanction Fees through October 1	$17,845	$17,423	-$422	-2.4%
Starting Riders through October 1*	8,746	8,207	-579	-7%

* Pending results from 7 rides

** Launched Fall Special for renewing members (2026 and 2027 at a discount) We had 919 members who were current in 2025 and did not renew in 2026 – yet. Email campaign sent out to them on 10/5/2026.

Committee Reports that were received and reviewed were from the following committees: Competition, Junior/Young Rider, Ride Managers and Welfare of the Horse. The committee reports are available to be viewed and located alongside the Board meeting minutes on our website at www.aerc.org.

Motion from the Protest & Grievance Committee, presented by Diane Rowley. Revisions are underlined.

> 14.2.4 Invalid Filing. Any protest filed after the applicable deadline or which fails to include the required completed complaint form or filing fee shall be rejected by the AERC and shall not be considered on its merits. The Protest & Grievance Committee may dismiss, without further proceedings, a protest which, on its face, does not present an issue within

the scope of the Committee's authority. For a filing fee of $100 and within 15 days, such a dismissal may be appealed to the AERC Board Executive Committee which may then either approve the dismissal or return the protest to the Committee for full consideration. Background, analysis and benefit: revised rule would explicitly allow the Committee and Board Executive Committee to quickly, and with minimal labor, dispense with protests that never belonged before the P&G in the first place. The proposed rule is akin to the motion to dismiss for failure to state a cause of action in the legal system. In the case of an erroneous dismissal by the P&G, the abbreviated appeal process to the Board Executive Committee would provide possible corrective action. This motion has the full approval of the Legal Committee.

Motion from Committee passed unanimously.

Suspension List Discussion

The Board discussed publishing the names of suspended members, along with each suspension's start and end dates, on the website's Ride Managers page and notifying ride managers.

Connie Caudill made a motion which was seconded by Tami Rougeau, to notify ride managers of suspended members with start and end dates and publish on the ride managers' page. Motion passed unanimously.

Nick Kohut DVM received Kathy Backus's request to refund her filing fees after her protest and appeal were denied. The Board denied the refund request with 24 votes and one recusal.

John Parke moved to adjourn at 8:28 p.m. which was seconded by Jan Stevens. Motion passed.
Respectfully submitted by Connie Caudill, Secretary