

National Board of Directors Meeting Summary, Denver, CO, July 12, 2014

CALL TO ORDER by Kim Cowart, 8:00 a.m., July 12, 2014.

ROLL CALL. Meroshnekoff, Malone, DeMattei, Sims, Roper, Swiss, Gould, Cowart, Clayton, Rinne, and Lindsey present. Phil Young as Alternate for Pimentel. Laurie DiNatale, Executive Administrator.

MINUTES. February 20, 2014. Call for corrections. **Clayton moved to accept minutes, Lindsey seconded. Motion approved.**

PRESIDENT'S REPORT. Cowart stated that he has had discussions with AERC President. May be able to collaborate on some projects with AERC. Trail Masters Program is one possibility. Cowart is working with our judges to develop consistency and judging standards for NATRC. Strategic planning and rule change proposals are important aspects of this meeting.

EXECUTIVE ADMINISTRATOR'S REPORT. DiNatale reported that she is averaging 31.5 hours per week for the first half of 2014. DiNatale is making an effort to further reduce her time to reach the allotted average of 25 hours per week as directed by the BOD.

SECRETARY/TREASURER'S REPORT. Swiss reviewed reports. We are healthy financially. Our income is down. Memberships and rider fees are our main concern. We are not making our membership or rider goals. Swiss does not expect those goals to be met for 2014. *Hoof Print* subscriptions are up. We are not spending the bulk of the marketing funds allotted for 2014 until we determine the best methods to advertise. Mary Jo Malone will be taking over the accounting and treasurer duties.

BY-LAWS & RULES. Sarah Rinne. Please see Rules Report.

POLICIES AND PROCEDURES. Green/Dieterich. Dieterich filed report. Main item of discussion: Office procedure for calculating the points to be awarded when the last ride started by a competitor exceeds the ride limit for Open (16), If the last ride started, that will count toward the first 16 rides for Open, causes the number of rides to exceed those limits (16), then the points awarded for that ride will be as follows:

* If 1 ride is needed to reach the ride limit, and the last ride started is an "AA" ride (Open only), then the points awarded, are those for an "A" ride.

* If 1/2 ride is needed to reach the ride limit, and the last ride started is either an "AA" ride (Open only), or an "A" ride, then the points awarded are those for a "B" ride.

So, a rider would always get full points for an AA ride unless that ride is the last ride started counting towards the 16 ride limit *and* fits either of the scenarios above.

This concept first appears in the November 1994 NBOD minutes and was adopted as an office procedure for 1995. The question rarely comes up, but it did this year regarding points for an AA Ride at the Heartland Challenge. If a competitor for the high year-end awards is limited to the first 16 rides, would they avoid doing an AA ride and possibly ending up with a 16½ ride count? Or would they not do an AA ride as their last ride? The ½ ride could also be due to a B ride in the mix. The above Office Procedure addresses exactly this situation.

The current question is whether this Office Procedure should be in the P&P, or in the Rule Book. Consensus that this should be submitted as a Rule Change proposal for 2016.

PROTEST. Clayton. No current Protests.

RIDE SANCTION. Patsy Conner distributed and reviewed report.

CLINIC SANCTION. Linda Clayton. Report filed.

MANAGEMENT. Jean Green. Report filed. Management Manual has been revised. Manual will be sent to ride chairs and secretaries for 2015 rides. Management Manual is posted on the website and has links to management documents that are also posted on the website.

RULES INTERPRETER. DeMattei. All but one report received. Problems at rides included ribbons being pulled, holdups at obstacles, aggressive dog and one ride had issues with P&R procedure. Conner stated that RI reports are extremely important in the sanctioning of rides.

INSURANCE. DiNatale. No changes to insurance.

SAFETY. Gould. Reported eight accidents. Reports should be filed anytime anyone goes off a horse.

MARKETING/ PUBLICITY. Bev Roberts/Cris Ballard. Report sent. Jean Green has done a great job with sending E-news. The Horses in the Morning radio show, featuring Alice Yovich, has been very popular.

NATIONAL AWARDS PRESENTATION. Region 6 will handle awards presentation at the convention as the hosting region. They have requested a script.

SOCIAL MEDIA. Rinne. Facebook page is very popular. We have over 1000 members. Rinne has had to limit personal ads on the Facebook page.

BUSINESS MODELS AND MEASUREMENTS. Swiss. Swiss submitted Performance Scorecard. Marketing initiatives

discussed. BOD will approve additional national recognition through awards. This is in process through rule change proposals. Consensus that we would not do News service E-news. We need to investigate search engine optimizations. Gould asked about print ads. Swiss noted that a one page ad in a notable magazine can run \$750-\$1200. She felt that ad campaign needs to be consistent and multiple. She suggested six times in one publication as opposed to one time ads in different magazines. We need to develop long-term membership recognition. We need to develop educational online resources such as DVD's. We need to expand our membership benefits. Membership cards and decals with memberships were possibilities.

Swiss will send a revised Strategic Planning document to the BOD.

Lunch. Guest arrived: Jill Talbot.

SPONSORSHIPS. Swiss continues to work on sponsorships. Malone will take over the invoicing of sponsors.

RAFFLE. Current raffle is a saddle donated by Trailwise Saddles.

MEDIA ADVISORY. Dieterich sent report. Dieterich coordinates the content for Hoof Print. Dieterich, Bev Roberts and Mary Ashley McGibbon edit submissions. Swiss solicits and manages sponsorships. Roberts manages and designs, if necessary, the ads. Knuutila is the Editor of Hoof Print. Green sends the E-news, which includes monthly ride schedule and results along with other notifications.

RIDERS AND JUNIORS. Meroshnekoff. Nothing to report.

FOUNDATION. Swiss. Annual meeting will be held following this meeting.

DRUG TESTING. Jerry Weil, DVM. No report.

VETERINARY DRUG COMMITTEE. Michael Peralez, DVM sent report. Consensus that DO entrants must follow NATRC rules, including drug rules.

TRAIL ADVOCACY. Erin Glassman. Report filed. An application for trail grant funds was submitted by Kathryn Lewandowsky for Pilchuck Recreation Area. **Motion by Lindsey, seconded by Rinne, to approve \$500 to project if they are able to raise the balance needed by other means, and if NATRC is recognized in final project. Motion approved.** Glassman is working with AERC and BCHA on a Memorandum of Understanding (MOU).

EDUCATION. Dieterich filed report.

JUDGES. Mike Bridges DVM/Patsy Conner. Conner-reviewed report on Applicants, Apprentices and Provisionals.

The Judges Committee is making an effort to establish an approved procedure and expanded explanation to riders on CRI. Mentoring Program has proved to be valuable. Conner had hoped to use the Electronic Scorecard at the Bumble Bee Ride but it presented equipment challenges.

Discussion on consistency in judging. Kim Cowart had sent a letter to all Judges and the BOD regarding NATRC Judging. Cowart feels that we owe our riders and their horses the best judging we can provide. And that consistent guidelines and standards promote professionalism. The Judges Committee is working on establishing horsemanship judging standards or best practices, backed up by good references. References may include Cavalry, CHA, and Centered Riding Manuals. Swiss would like to see similar efforts put towards Vet Judging. She would like to see more consistent metabolic scoring. Lindsey felt that it is important to work towards standards for horsemanship judging, based on accepted sources. Lindsey stated that the Riders Manual can be a good resource for riders once it is revised. Both Lindsey and Conner emphasized that judging standards are important in any horse discipline, and hoped that the BOD would see their importance also. Work will continue in this effort.

SHARED BOD AMOUNT. \$414.95.

HALL OF FAME. Jackie Coleman. We do have an application for consideration which will be voted on in November.

STUDENT LOAN/SCHOLARSHIPS. DeMattei stated that the \$2,000 Bev Tibbitts Scholarship has been sent to Taylor McNeel's university.

BREED & ORGANIZATION LIAISONS.

A.H.A. Bob Insko. No report.

BREED LIAISON. Lindsey works with breed associations on reciprocal ads. New partner is Spotted Draft Horses.

HONORARY & APPRECIATION. Ruth Mesimer. Sent report.

ANNUAL POINTS/NATRC DATA/NATIONAL RECOGNITION. Cheri Jeffcoat/Laurie DiNatale. Lory Walls and Beni DeMattei have offered to help with award calculation, confirmation and ordering.

ELECTRONIC MEETING COORDINATOR. Sallie Kudra. Please contact Kudra to set up conference calls.

MEMBERSHIP. Jerry Sims. A list of non-members is sent to each region so they may contact and follow up with those non-members and encourage them to join NATRC. We have had 84 new and rejoining members this year. Clinics, B rides and fliers are important recruiting resources. Cowart asked for a Retention Chair to work with someone in each Region to make sure we keep the members we gain or presently have. We need to make sure that our members know we care about them.

CONVENTION 2014. Region 4. Swiss reported that the Region returned \$2,918.26 in profit to National.

CONVENTION 2015. Region 6. Rinne reported that Kansas City, MO will be the location. February 19-22, 2015. Downtown Country Club Plaza area. Room rates at \$99.

REGIONAL REPORTS. Given.

Old Business:

1. Electronic Scorecards. Covered previously.
2. Riders Manual. Dieterich is working on revision.
3. RMSF criteria. Cowart wondered if vet judging fees may be able to be subsidized by RMSF funds. Swiss also suggested that Ride Managers can apply for RMSF funds which would help them with judges' fees.

New Business:

1. Strategic planning. Previously covered. Swiss will send revised plan to BOD after the meeting.
2. Review of Novice and CP awards. Previously covered.
3. RMS. Need to continue to work on ways to make the NATRC experience easy for rider and managers.

Motion by Sims, seconded by Rinne, to adjourn. Motion approved.

Full Minutes on file at National Office.

Next meeting to be held November 8, 2014. Informal meeting in the evening on November 7, 2014. DoubleTree by Hilton Hotel Denver, 3203 Quebec Street, Denver, CO 80207.