

National Board of Director's Meeting Summary, Kansas City, MO, February 19, 2015

CALL TO ORDER by Kim Cowart, 8:00 a.m., February 19, 2015.

ROLL CALL. Dieterich, Meroshnekoff, Malone, DeMattei, Sims, Horne, Yovich, Gould, Cowart, Clayton, Rinne, and Parys present. Laurie DiNatale, Executive Administrator.

Patsy Conner, as Sanction Committee Chair. Guests included Drake Rinne, Laurie Knuutila and Bob Insko.

MINUTES. November 8, 2014. Call for corrections. **Sims moved to accept minutes, Horne seconded. Motion approved.**

PRESIDENT'S REPORT. Cowart outlined some of the topics and issues that would be discussed in the meeting. Welcomed Kim Winterrowd as the new Management Committee Chair and Betty Wolgram as the new Membership Retention Chair. Cowart thanked Cris Ballard for her service as Publicity Committee Chair.

EXECUTIVE ADMINISTRATOR'S REPORT. DiNatale reported that renewals are in process.

SECRETARY/TREASURER'S REPORT. Malone reviewed reports. We are healthy financially. Income is down. Expenses are down. Jim Ward is willing to do another Ranch Raffle in 2016. Ride Manager Support Fund has awarded \$5,650 to five ride managers. Four ride managers were able to return \$2,235.

BY-LAWS & RULES. Sarah Rinne (Wayne Hyatt). See Rules Report in Hoof Print and on Website.

Cowart suggested that Rulebook may need to be broken into 2 separate documents. One would include rules that apply to the management of rides. The other would include rules that apply to competition. Horne suggested a "Rider's Handbook" that would include the rules that riders need to be familiar with. It could be an outline of what they need to know, with references to the rules in Rule Book. Rand would like to see different organization of the Rulebook. She would also like to see money devoted to creating a Basic Rider's Handbook.

POLICIES AND PROCEDURES. Dieterich. Added - needs approval:

20. MEMBER SERVICES PROGRAM

The Member Services Program is an annually renewable program in which participating businesses or organizations provide discounts to NATRC members and friends who contact those businesses or organizations through NATRC's website Member Services page. (Both businesses and organizations will be referred to as 'businesses' in the remaining material in this section.)

A. Presence on NATRC Website

1. The businesses' logos, brief information about the businesses, their discounts, and discount codes, will be placed on the NATRC's Member Services page with a link to their websites. Each business will supply:
 - a. a high resolution digital copy of its logo
 - b. the URL address for the link to its website
 - c. the code, if any, to be used in purchasing a product or service
 - d. desired wording
2. The businesses will only be on the Member Services page on NATRC website (the NATRC Home page will have a Member Services button)

B. Advertising

1. NATRC will publish a quarterly reminder in *Hoof Print* for members to visit the website Member Services page
2. Any business wishing to advertise in *Hoof Print* will be charged the rates as given in the current Ad Specification sheet.

C. Eligibility

1. Any reputable business may provide member services.
2. Sponsors may also provide member services.

22. NATIONAL BOARD OF DIRECTORS (NBOD)

A. Meetings – Schedule

The date of the National Convention and February NBOD meeting can vary at the request of the host region. Subsequent NBOD meetings will be held the second **full** weekend in July and the second **full** weekend in November. (Re-worded from BOD Guidelines, 11/87)

Consensus to adopt proposed updates to Policies and Procedures.

PROTEST. Meroshnekoff. No current Protests.

RIDE SANCTION. Patsy Conner reviewed her report.

CLINIC SANCTION. Linda Clayton. Report filed. For 2015 we presently have sanctioned three clinics in Region 5 and one clinic in Region 6. **Motion by Malone, seconded by Parys, to approve \$200 per Region (\$100 each for the first two clinics sanctioned in Region) for insurance reimbursement. Motion approved.**

MANAGEMENT. Kim Winterrowd. The Management Committee would like to report that the 2015 revised edition of the Management Manual is online for download now (http://www.natrc.org/pdf/Management_Manual.pdf), and the print

version is in the works and should be ready to mail out soon. One of our goals was to get all management instructions in one place rather than having separate documents on the web site that get updated without changes made in the Management Manual. The electronic version contains hyperlinks in the Table of Contents to every section and to every volunteer position instruction/description. This makes it easy to find what ride management is looking for. Printed editions will be mailed to ride managers and secretaries. Managers can download the .pdf file for easy use on electronic devices for quick reference.

Cowart stated that we need to empower the ride managers to act as CEO's of their rides.

RULES INTERPRETER. DeMattei. Looking at who is the RI from each region, it seems that there are a few that are the favorites and used a lot. Of the 54 reports that were turned in, 30 reported being held up on the trails as a problem to some degree. There were 19 reports that said the trail timing was adjusted after the start of the ride. One ride in December reported an accident.

INSURANCE. DiNatale. No changes to insurance. New application for 2015 is interactive, but must still be downloaded to send an original signature to Equisure.

SAFETY. Gould. Reported an accident at Christmas in the Pines Ride. An accident at STAR ride was not reported. Andrew Murray has assembled a list of items that he feels should be included in a safety pack.

MARKETING/ PUBLICITY. Tabled until Roberts arrives.

NATIONAL AWARDS PRESENTATION. Hosting Region will handle awards presentation at the banquet.

SOCIAL MEDIA. Rinne. Our national Facebook group had another spike in members. We currently have 1,935 "likes" for the national page. It is up by 63 since the last report in July. Our national group had a slightly higher rate of growth with 1,271 members which has increased by 83 members since November. There have been some good discussions on the group in the past couple of months which has increased participation and drawn more members. Promotion of rides and NATRC events has become the norm rather than the exception. With the large number of NATRC members active on Facebook, it has become one of the best avenues for free advertising and event promotion.

BUSINESS MODELS AND MEASUREMENTS. Swiss. Report filed. In report Swiss reported good news, specifically in Regions 1, 2, 3 and 6. All four of these regions had some increases over the year in average competitors per ride or in members or both. Overall, the performance in total is so-so, but Swiss urged BOD to focus on how the good news came about and repeat those actions to have a better year in 2015.

SPONSORSHIPS. Swiss will continue to work on sponsorships.

RAFFLE. No report. Consensus not to hold a raffle in 2015 but to ask Jim Ward if he will head up a Ranch Raffle for 2016.

MEDIA ADVISORY. Dieterich. Reported on the following projects.

- Management Manual. Jean Green, Bev Roberts, Laurie DiNatale, Jamie Dieterich.
- Publicity Brochure. Committee is working on this project. Bev Roberts will proof.
- Regional Websites. Please help monitor your respective region's site for accuracy in contact info, dates, working links, and sponsors.

RIDERS AND JUNIORS. Meroshnekoff. The number of Juniors competing at rides in 2014 was up a bit over 2013 but not many of those did more than one ride. Region 1-15 junior riders/ 7 of those did 2 or more rides. Region 2-7 junior riders/ 3 did 2 or more rides. Region 3-11 junior riders/ 9 did two or more rides. Region 4-13 junior riders/ 4 did two or more rides. Region 5-20 junior riders/ 3 did two or more rides. Region 6-5 junior riders/ 2 did two or more rides. Meroshnekoff reported that R1 junior members will be voting at the R1 annual meeting to elect a Junior Representative to attend the Regional board meetings. Not as a voting board member, but to be a voice and to be involved in the discussion. The juniors are very excited about this opportunity and Meroshnekoff encouraged other regions to try this.

FOUNDATION. Meeting set for Saturday 8:45 a.m.

DRUG TESTING. Jerry Weil, DVM. No report. Discussion on penalties for drug violations. Some felt that penalties should be tougher. Gould felt that penalties need to be tailored to each offense. Gould will assemble a list of possible penalties for drug offenses. Greg Fellers, DVM is our representative to CA Drug Testing Program. CA decides which events are tested. Generally more shows than trail rides are chosen for testing.

VETERINARY DRUG COMMITTEE. Michael Peralez, DVM. No report.

TRAIL ADVOCACY. Erin Glassman. No Trail Grant Applications at this time. Glassman has started the preliminary work of discussing partnerships and educational material with Back Country Horsemen of America. Glassman wants to work with BCHA on trail building and advocacy. Glassman believes that engaging our membership in trail maintenance and building will help us in the future to be able to compete on our trails. Glassman is in discussions with Randy Rasmussen, Chief Lobbyist for BCHA, and also with Pete Kriger, BCHA Education Chair.

EDUCATION. Dieterich. Such things as standing in the stirrups and being out of the saddle going uphill, aligning with the trees going uphill, leaning back in the saddle going downhill, gripping with the knees going up and down hills, asking for a flat-ground mount, asking horses to jump an obstacle or back over a log, asking the rider to drop the reins to do an obstacle, having to carry your horse's lunch on your horse, using a whip at check-in and check-out, and longeing or

trotting the horse in hand are examples of inconsistencies or misconceptions in our horsemanship judging. Many veterinary judges ask for a display of skills in multi-part obstacles that are not representative of the trail of the ride, and they forego metabolic and soundness checks to do so. We offer education through evaluation (judging), so our judging has to follow standards to achieve better consistency and credibility. At the November 2014 meeting, the NBOD approved some minimum standards for veterinary judging, and those have been distributed to our veterinary judges. Several references/ resources for all judges have been posted on the NATRC website. Presenting information alone does not make an educational experience. That information must be absorbed and learned. Motivation stimulates learning, and relevancy stimulates motivation; i.e. we need to know something matters before we're motivated to learn that something. How we manage a competitive distance horse matters a lot to the horse, so it should matter a lot to us. NATRC is a competitive distance sport. We are a 501 (c)(3) organization based on education.

MARKETING/ PUBLICITY/WEBSITE. Bev Roberts. Roberts explained Trademarking process. Roberts presented a Promotional Plan for NATRC. **Motion by Rand, seconded by Horne, to have our Webmaster investigate and report on search engine optimization services. Motion approved.** Roberts presented a prioritized task list for which we need volunteers (members and board members alike) to accomplish the tasks.

Cowart suggested that we need promotional materials that can be sent to those doing booths.

ENEWS. Jean Green filed report. At the end of 2014 we had 1563 active contacts, an increase of 171 for the year. With renewals for 2015 we now have 1591. It seems that some ride chairs are not taking full advantage of the E-News to promote their rides. Some only use the Open for Entry E-News, while others request several reminders with new information encouraging riders to enter.

MEMBERSHIP RECRUITMENT. Jerry Sims. Sims reported that we have 40 new and rejoining members through January 2015. Sims encouraged BOD to welcome new riders.

MEMBERSHIP RETENTION. Betty Wolgram. New to position. Will be working on projects to retain our present members. Wolgram is open to suggestions.

JUDGES. Mike Bridges, DVM/Priscilla Lindsey. Lindsey reported on Apprentice and Provisional Judge status. Liz Yorke, DVM, has been moved to Provisional. Dieterich noted that the new Judges Committee needs to be ratified by the BOD. The nominees as submitted by President Cowart were: Veterinarians: Mike Bridges, DVM—co-chair, Greg Fellers, DVM, Donna Johnson, DVM, and Kate Jacob, DVM. Horsemanship: Priscilla Lindsey—co-chair, Nancy Kasovich, Lory Walls, and Becky Rogers. Riders: Angie Meroshnekoff, Louise Vasquez, Jonni Jewell, and Marty Findley. Committee was confirmed by BOD.

Dieterich distributed Vet Judging Standards and CRI Report. Discussion on CRI and its use in NATRC.

HALL OF FAME. Jackie Coleman. No Report. Swiss Mocha will be inducted into the Hall of Fame.

STUDENT LOAN/SCHOLARSHIPS. DeMattei. We have received two applications for the Bev Tibbitts Memorial Scholarship. The first one is from Taylor McNeel, Region 4's scholarship recipient 2013 and the Bev Tibbitts Scholarship in 2014. She is studying Agricultural Business at Southern Arkansas University and hopes to become an agriculture policy advocate. The second is from Jason E. Klamm, a Region 6 member. He is a high school senior and is interested in attending Kansas State University in the fall. He wants to study Animal Science and Nutrition. The Student Loan Fund has funds available for distribution. DeMattei recommended a scholarship of \$1000.00 to each applicant. It was noted that Policies and Procedures need to be updated to reflect that, up to budgeted amount. \$1000.00 was awarded each to Taylor McNeel and Jason Klamm.

BREED & ORGANIZATION LIAISONS.

- A.H.A. Bob Insko. The biggest item that changed at AHA that affects NATRC is the elimination of the AHA Breeders Sweepstakes "Points" program. One thing that hasn't changed is that NATRC Rides dual-sanctioned as AHA Local Rides still allow those AHA riders participating in the Achievement Awards program to get credit for their points "automatically" as the results are submitted to AHA by ride management. The dual-sanctioned ride is held under NATRC rules, using NATRC scorecards, and NATRC placings. There is also the benefit that the results submitted to AHA by ride management are the "official" results for AHA and the NATRC results can be submitted directly to AHA to satisfy the AHA reporting requirements. So, the two remaining reasons to dual-sanction a NATRC ride as an AHA Local Ride would be in an attempt to get more riders, and to save AHA riders enrolled in the Achievement Awards program the \$5 filing fee for the AHA Open Event form for this ride.
- **BREED LIAISON.** Terry Silver will be chairing this committee. Silver presently works with breed associations on breed awards.

HONORARY & APPRECIATION. Ruth Mesimer. Certificates have been printed by Mesimer and will be awarded at National and Regional Awards banquets.

ANNUAL POINTS/NATRC DATA/ NATIONAL RECOGNITION. Cheri Jeffcoat/Laurie DiNatale. Jeffcoat is working with Andrea Rogers of R5 as a replacement for some of her duties in the future. DiNatale reported that Lory Walls and Beni DeMattei have been a tremendous help with award calculation, confirmation, and ordering. Dieterich has completed the Script for award ceremony.

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

CONVENTION 2015. Region 6. Rinne reported that all preparations have been completed.

CONVENTION 2016. Region 1. Dieterich reported that R1 will be working with AERC to hold the convention in Reno, NV.

Regional Reports will be posted on the new BOD/Committee Chair Facebook page.

Shared BOD amount is \$337.99.

Old Business:

1. Electronic Scorecards. No action.
2. Riders Manual. Dieterich is working on revision.

New Business:

1. Strategic planning. Discussion will continue. Roberts covered parts of the plan in her presentation.

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

Addendum:

Saturday, February 21, 2015. BOD reconvened to elect Foundation members. **Motion by Meroshnekoff, seconded by Yovich, to elect Meroshnekoff, Malone, Sims, Gould, Cowart, and Rinne as Foundation BOD members. Wayne Hyatt, Patsy Conner, and Laurie DiNatale will continue as Outside Directors. Motion approved.** Upon examination of the Foundation Bylaws, it was discovered that the Foundation Annual Meeting does need to be held at the NATRC Convention, so the meeting could not be postponed to July as previously discussed. Consensus to continue the past practice of electing the Senior NATRC BOD member as the Foundation BOD member unless that NATRC BOD member declines. **Motion by Meroshnekoff, seconded by Rinne, to adjourn the meeting. Motion approved.**

Full Minutes on file at National Office.

Next meeting to be held July 11, 2015. Informal meeting in the evening on July 10, 2015. DoubleTree by Hilton Hotel Denver, 3203 Quebec Street, Denver, CO 80207.