

E.I. Board Meeting Minutes 10/20/2013 Meeting

Attendees:

Diana Axness, Rebecca Chatfield, Gunn Cooper, Meika Decher, Lori Fleming, Lynn McGrew, and Alison Moss

Agenda and Notes

Rebecca called the meeting to order at 3:05.

1. Board Appreciation.

The Board unanimously thanked Maren Jensen for her many years of service to EI. Unfortunately, Maren was not able to attend the meeting to receive the appreciation in person. She will be missed.

2. Overview of 2013 Balance Sheet and Profit and Loss by Division - Gunn Cooper

Gunn reviewed the 2013 Year End Balance Sheet for EI and the Profit and Loss Statements by Division.

3. Recap of 2013 by Discipline (Please also refer to the Minutes of the September 23, 2013 Board Meeting)

- a. Dressage. Lynn reviewed the actual income and expenses and compared them to the budget. Volunteers contribute a significant amount of unpaid labor to the successful operation of the shows each year. If the Division had paid for all of the show management, it would have incurred a loss rather than a small profit. The Division needs to expand the numbers of volunteers engaged in show management.

For 2013, the costs of the storage unit were split between the Dressage and General Divisions. Lynn proposed and the Board agreed that, starting in 2014, the costs should be borne 67% by the Dressage Division and 33% by the General Division to more accurately reflect usage.

The number of “rides down the centerline” at recognized shows was fairly consistent from 2012 to 2013. The rides for the 2013 Champagne show would have been higher had a major trainer not had to scratch many rides due to a concussion incurred in a recognized show. Lynn expects the rides in 2014 to be similar to those in the two prior years.

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The Division strives to distinguish its recognized shows from others by retaining top flight judges. Once the judges are confirmed we need to advertise broadly this benefit.

Lynn wishes to remain on the Board as a representative of the Dressage community, but not as the Dressage Director. This position will be advertised as an open position. Ideally, the person who fills it will be responsible for the Division's public relations; information technology; maintenance of sponsor relationships; contracts with judges and technical delegates and budget approval. This individual would need to participate in the Dressage Committee. Lynn proposed to defer the following Division activities until someone is appointed Dressage Director: grants and perpetual trophies.

- b. Driving. Diana reviewed the Division's year-end financial reports and reported that Driving memberships in EI are up significantly.

The Division plans three events in 2014: A clinic/dressage festival/schooling weekend on June 19-22; a CDE on August 8-10 and a DT on September 13-14. All events will take place at Happy Trails.

- c. Eventing. Meika reported that the Division's year-end financial reports are nearly complete. She will circulate them to the Board when they are complete. She is very excited that the Division will put on a recognized show in May at the Washington State Horse Park (WSHP).

4. *Flying Changes/Affiliate Fees*

The Board approved the charges for *Flying Changes* (\$10.60/household/year) and renewal of our members hips in USDF, USEF, USEA, and ADS.

5. Board Succession

Sarah Johnson, a member of the Driving community, has expressed interest in serving on the Board for the 2014-2015 term. Penny and Meika will recruit a prospective Board member from the Eventing community for a 2015-2016 term.

6. 2013 Annual Meeting

The Board discussed the 2013 Annual Meeting, scheduled for November 16 at 12 pm at the Northwest Arts Center. The Discipline Directors will provide Rebecca content for power point slides relating to their Divisions. Rather than a lecture we will hold a bazaar prior to the meeting with up to 20 tables at a cost of \$25.00/table. As discussed at the September, 2013 Board meeting, the

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Board will develop a slide show of the awards and pictures from events that will run in the background at appropriate times.

7. Webmaster Transfer

Lori volunteered to take over the web master responsibilities. Rebecca will help facilitate the transfer from Maren to Lori.

8. Discussion Item – USDF Membership

Lori will research the number of EI members that are Participating Members in USDF versus GMO members.

The meeting adjourned at 5:15 pm

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9/23/2013 Meeting

Attendees:

Diana Axness, Rebecca Chatfield, Gunn Cooper, Meika Decher, Lori Fleming, Maren Jensen, Alison Moss

Agenda and Notes

Rebecca called the meeting to order at 3:06.

1. Board Update.

Maren Jensen will complete her term but does not wish to stand for re-election. . Sheila Buchanan resigned from the Board effective September 27, 2013.

2. 2013 Task List

Rebecca reviewed the Board's 2013 Task List. The Board has completed all items except the following:

- a. Renew nonprofit corporate documentation by 10/31/2013.
- b. Renew affiliate memberships with USEF, USDF, USEA, and ADS by 11/30/2013.
- c. Finalize actual 2013 budget and compare it to the projected budget.
- d. Prepare for the annual meeting.
- e. Strategic planning and succession planning for the Board.

The latter two items are on today's agenda.

3. Recap of 2013 by Discipline

- a. Eventing. Meika reported that the Eventing Division was able to use the new competition site at the Washington State Horse Park (WSHP) for the Septemberfest Horse Trials and that it is beautiful. Attendance was not as great as hoped, but the Division proceeded with the event to gain experience for the recognized Horse Trials scheduled for May 24-25, 2014. The Division put on 5 Schooling shows of increasing complexity, all of will lead up to the 2014 Horse Trials.

The \$30,000 investment the Division made in the WSHP was a good investment, made with funds the Division built up over many years. The investment was completed in 2013, with a \$20,000 donation for a second water jump. The investment has provided effective seed money to the WSHP.

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- b. Driving. Diana reported that Peter Hance, who has been the scorekeeper for the Division, has been very ill. The Board sends Peter its best wishes for a speed recovery.

The Driving Division held 5 of the 6 planned events – 3 at Happy Trails, all of which went very well, and 1 each at the Northwest Equestrian Center (NWEC) and the WSHP. The Fun Day planned at the WSHP was cancelled due to the low level of participants signing up. There were no accidents at any of the events.

The event at the NWEC was assisted by a \$500 grant for ADS and made a \$1300 profit. Diana estimates that the Division made an overall profit of \$7,500 in 2013 which will be used to buy equipment and provide a cushion should the Division have to cancel an event.

The cargo trailer has worked out well. The Division has been able to buy 2 sets of tower numbers and now has 3-4 20 x 60 meter dressage arenas.

- c. Dressage. Rebecca gave a brief report for the Dressage Division as Lynn was ill. The Dressage Division made a profit of approximately \$2,100, which, while close to the budget, is also very “close to the bone.” Diana and Meika suggested ways in which the Division might be able to increase sponsorship.

4. Final Budgets

The only final budget available at the time of the Board meeting was the Dressage Division budget.

5. Board Succession

The Board wishes to maintain representation of all three Divisions on the Board. Diana reported on a prospective Board member from the Driving community. Meika will recruit a member from the Eventing community.

6. 2013 Annual Meeting

The Board discussed the 2013 Annual Meeting, scheduled for November 16 at 12 pm at the Northwest Arts Center. The Discipline Directors will provide Rebecca content for power point slides relating to their Divisions. Diana will invite Gretta Cook of the Washington State Animal Response Team to provide a lecture. The Board discussed developing a slide show of the awards and pictures from events that could run in the background at appropriate times.

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7. Discussion Items

- a. Communication Tools. The Board discussed communication with members and the larger equestrian community through the EI website, eflashes, and social media, such as Facebook. We need to refresh our Facebook and website pictures.
- b. Benefits of EI Membership and impact on General Fund. As is the case with many nonprofit organizations, membership has declined – from 449 in 2009 to 319 in 2013. Over the same period, EI's Facebook fans have increased from 1 to 1280. The Board discussed ways to increase membership and the impact of declining membership fees on the General Fund. Options discussed included various fundraising activities the potential for the Divisions to contribute to the General Fund.

The Board discussed the benefits of membership in EI. These include:

1. eligibility for grants;
2. receipt of *Flying Changes* magazine;
3. EI's contribution to WSHP;
4. discounts on certain shows;
5. eflash;
6. etrack (through our GMA membership in USDF);
7. year-end awards.

The meeting adjourned at 5:25 pm

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3/10/2013 Meeting

Attendees:

Diana Axness, Sheila Buchanan, Rebecca Chatfield, Gunn Cooper, Meika Decher, Lori Fleming, Maren Jensen, Lynn McGrew, Alison Moss

Agenda and Notes

Rebecca called the meeting to order at 3:13.

1. General Budget – Rebecca, Maren, and Gunn.

Rebecca reviewed the budget for the 2013 Board meetings and the 2013 Annual Meeting. If the Board has 7 meetings, the cost will be \$770 for the meetings and \$330 for the Annual Meeting.

Maren reviewed website costs: \$300.00 for website hosting and maintenance and \$350.00 for routine updates and miscellaneous small changes.

Rebecca suggested that the responsibility for scheduling, planning and financing the annual party could be rotated annually among the Divisions. The advantages are that rotating responsibility highlights each Division; different venues can be convenient to the hosting Division, etc. Following Board discussion, Rebecca moved that the responsibility for the annual party be rotated among the Divisions starting in 2013 with Dressage, 2014 with Eventing, and 2015 with Driving. Lynn seconded the Motion.

Vote: The attending Board members unanimously approved the Motion.

Gunn reviewed the revisions to the General Budget based on February's Board meeting. Rebecca explained that the shortfall would be approximately \$4400. Meika moved approval of the General Budget as revised and presented at the meeting; Maren seconded the motion.

Vote: The attending Board members unanimously approved the Motion.

Rebecca explained that the January 2013 USDF bylaws provide for GMO subdivisions and chapters. The Board discussed the applicability of this by-law to E.I.'s division structure and the appropriate authority to sign the USDF contract.

Sheila joined the meeting at 3:41. She reviewed plans for the 2013 annual party. Everyone who attends gets a party favor and a certain number of tickets for beer & wine. Appetizers will be provided. Decorations potentially could be used at other events. She is considering an outdoor venue. Timing would be in late September - December after each division has completed its events. In light of the Board's

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decision that the responsibility for the annual party be rotated among the Divisions starting in 2013 with Dressage, the Board asked Sheila and Lynn to work together to finalize the plans.

2. Announcements.

Sheila reported that Lindsay Crofoot is willing to be the membership coordinator for 2013.

3. Division Reports.

a. Dressage – Rebecca and Lynn.

Rebecca discussed USDF Participating Member (PM) delegates. Kaye Phanuef is on the nominating committee. Delegates have to be a PM and attend the USDF convention. In the past E.I. paid \$850 of the approximately \$1,000 cost. Names have to be submitted by 4/15/13. 173 people voted in Region 6 in 2012. Open voting begins June 1. We should promote a delegate if we want to have a greater voice in USDF. The Dressage Division has funds for one delegate in its 2013 budget.

Lynn reviewed a proposal from Leslie Thurston and Susan Miller (Washington State Horse Park (WSHP)) the E.I. jointly sponsor a 2 day event August 17-18 with Central Washington Dressage Society. The event would consist of a cavaletti clinic with Ulla Boysen clinic and a Ride and Review dressage schooling show. WSHP has asked that E.I. to contribute the advertising, insurance, and ribbons. The Board discussed whether E.I. could provide insurance to an event that it did not solely sponsor. The consensus was to give WSHP a grant of \$500.00 for the event rather than sponsor it.

b. Eventing - Meika.

Meika reported the Eventing Committee has new a member. Julie Posch will be helping organize the volunteers.

c. Driving – Diana.

Diana reported details on the Carriage Driving Education and Training Weekend event to be held July 27-28 at the NW Equestrian Center.

On February 16, the Northwest ADS held a meeting in Longview at which Diana made a presentation about E.I. Many of those in attendance joined E.I.

The Division is writing up a History of Driving.

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Sponsor/donor information will soon be up on the website soon.

WSHP is lobbying the E.I. Driving Division to donate \$10,000 to re-grade Arena E. Driving does not have the budget to do this. Alison proposed that requests from the WSHP be referred to the President. The Board concurred.

Diana reported that people who went to 4H tack sale reported that quality of goods at E.I. tack sale were of higher quality.

3. April Board Meeting - All.

The Board discussed whether a meeting in April is warranted. The consensus was that we do not need to have a Board meeting in April.

4. Grants - Meika.

Meika suggested that the grant applications be determined and administered at the Division level. The Board concurred.

The meeting adjourned at 5:16

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2/11/2013 Meeting

Attendees:

Diana Axness, Sheila Buchanan, Rebecca Chatfield, Gunn Cooper, Meika Decher, Lori Fleming, Maren Jensen, Penny Leggott, Lynn McGrew, Alison Moss

Agenda and Notes

Rebecca Chatfield called the meeting to order at 3:10.

1. Announcements – All.

Rebecca announced that Kelsey Pritchett, E.I.'s membership coordinator, needs to resign due to health issues. Rebecca described the duties and invited Board members to recruit a new coordinator. Ideally, the new coordinator will be in place by March 1.

Meika reported that she is getting responses to the Dr. Gottlieb lecture on ultrasound. E.I. is trying a new pricing strategy: The lecture is free but donations are welcome.

Diana reported on a possible venue in Snohomish County for driving and eventing.

Rebecca reminded everyone that State Parks, including, Bridle Trails, require a Discover Pass.

Rebecca reported that she has the *NOLO Every Nonprofit's Tax Guide*.

2. 2013 Budgets by discipline.

a. Eventing – Meika.

Meika reviewed the 2013 budget for eventing, focusing on revisions made to the preliminary budget presented at the January meeting. Based on questions from the Board, the insurance expense was revised to include insurance for 6 days and the annual cost of the storage unit.

Meika reported on improvements at the Washington State Horse Park.

Rebecca moved that the eventing budget as revised at the meeting be approved; Alison seconded the motion.

Vote: The attending Board members unanimously approved the motion.

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b. Dressage –Lynn.

Lynn inquired about the status of the decision on volunteer software as the license for *Volunteer Squared* needs to be renewed by the end of February. Colleen Jones, the Volunteer Coordinator, feels strongly that *Volunteer Squared* should be retained. The consensus of the Board was that the Dressage Division should renew the license.

Volunteer "goodies" need to be added to the budget. Existing goodies will be divided among Disciplines. Lynn will bring them in to the next Board meeting. Colleen's proposed Volunteer goodies budget is \$1742. It needs to be divided among the Disciplines. Diana clarified that Driving likely will not need any new "goodies" for 2013.

In response to discussion, the Board added \$160.00 for a farrier at the *L'Aperitif* show; added \$30 for parking passes at the schooling shows; revised the cost of the storage unit; and added \$395 for the volunteer software.

Alison moved that the dressage division budget as revised at the meeting be approved. Meika seconded the Motion.

Vote: The attending Board members unanimously approved the motion.

c. Driving – Diana.

Diana presented the budget. It is very conservative. With \$5,200 in budgeted equipment, the budget shows a loss of \$4,732. Diana hopes that the actual result will be a profit of \$2-3,000.

Diana showed bags that she bought in bulk at close out. She will silkscreen the E.I. logo onto them. Blue bags will be given to competitors; green to volunteers.

The NW ADS regional meeting is the weekend of February 17. 60 people are expected. Diana will make a presentation and take E.I. membership forms.

Alison moved that the Driving budget be approved; Maren seconded the motion.

Vote: The attending Board members unanimously approved the motion.

d. General budget- Gunn.

Costs for the Annual Meeting, annual party, and affiliate fees for USEA and ADS need to be added. Gunn will bring the general budget back to the March meeting of the Board.

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3. General Fund – Strategies to Keep It In the Black.

Rebecca explained that there are no readily identifiable cost savings. We have reduced storage and bulk mailing costs.

Maren presented two proposals. The first proposal was to move the GMO, USEA, and ADS affiliate fees to the respective divisions. Rebecca clarified that we also have a USEF affiliate fee of \$200.00.

The Board discussed whether E.I. should have an annual party. The consensus was that we should. Gunn suggested that the annual party be break even. After further discussion, the consensus of the Board was that E.I. should budget \$8000 for the annual party.

Lynn explored the possibility of the dressage division contributing a portion of its savings to the general budget.

Maren's second proposal is that at year end, any general budget shortfall be divided among the disciplines according to the percentage membership of E.I. The reasons were: (1) no volunteers would be needed for general fundraising, except for the Board and a few other areas such as membership, those volunteers needed will be all at the event and discipline level; (2) no events would be need to be planned for fundraising; (3) as the membership grows in total, lesser transfers of funds will be needed since most general expenditures are relatively static; and (4) the amount each discipline division pays toward central services is balanced fairly. Gunn clarified that the General Fund currently has savings of approximately \$40,000.

Diana suggested a "tax" of 1% on each entry or \$1/class or \$1/day so that we do not have a backward looking procedure. Gunn explained that her concern should be addressed by the Board's adopting a budget. Gunn suggested that driving be treated as a developing discipline and that the shortfall be shared by dressage and eventing.

Rebecca suggested that we could consider increasing our membership fees to be in line with similar organizations. She also reiterated that being a GMO of USDF is a steep ongoing member expense to EI as an organization. The Board had a spirited discussion about the value of being a GMO of USDF. Rebecca asked whether we should push for membership recruitment.

The meeting adjourned at 6:00

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1/13/2013 Meeting

Attendees:

Diana Axness, Sheila Buchanan, Rebecca Chatfield, Gunn Cooper, Meika Decher, Lori Fleming, Maren Jensen, Penny Leggott, Lynn McGrew, Alison Moss

Agenda and Notes

Rebecca called the meeting to order at 3:10.

1. 2012 Board Task List - Rebecca Chatfield.

All E.I. Board of Directors' tasks for 2012 were completed.

2. 2013 Board Task List - Rebecca Chatfield.

Rebecca reviewed the Board of Directors' tasks for 2013.

3. Master Calendar – All

The Board reviewed the 2013 Master Calendar, updated January 9, 2013. To avoid conflicts with scheduled Discipline events, the September and October Board meetings were rescheduled to September 29 and October 20.

4. General Division – Rebecca Chatfield

Storage Unit. The storage unit used by the Dressage and General Divisions will be moved to one that has better temperature control and costs less. Rebecca asked for volunteers to move its contents.

Membership Report. Kelsey Pritchett, EI's membership coordinator, provides regular membership updates to the officers. In response to our outreach to Life Members, 1 Life Member asked to be inactive. Six have not yet responded, they do not have email. Rebecca will follow up with them by telephone call. The Board discussed the membership decline over the past several years. It is in line with declines nationwide in non-profit memberships, including declines in USDF and USEF memberships. The Board discussed ways to increase membership. There was consensus that E.I. should provide significant discounts to its members at schooling shows and clinics - at least 10%. The Board discussed other incentives, including E.I. member stabling, stall cards, and priority parking. Organizers of specific events will plan perks for members because they will vary by event.

Tax Receipts. E.I. tax donation forms should be provided to all those who donated goods with a value of \$250 or more.

5. Website Report – Maren Jensen.

Maren asked that the Discipline pages be updated by end of January. Diana suggested setting up an archive to house results of previous years' events. The Board concurred. Rebecca would like to post documents that are relevant to multiple events for a particular discipline on that Division's homepage.

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Volunteer software. E.I. currently uses My Volunteer. ODS uses a program - *signupschedule.com* - that is very straightforward and free. It allows different volunteer coordinators for individual events. The Divisions will explore use of *signupschedule.com*.

6. 2012 Budget Report – Gunn Cooper.

Gunn reviewed the December 31, 2012 balance sheet and profit and loss statement. E.I. made money at all of its events. Fixed assets purchased in 2012 included 2 laptops, a driving-sized dressage arena, and a cargo trailer.

The Dressage Division came in \$3,100 less than budgeted, but still positive, due primarily to lower than expected registration at the Champagne and Chardonnay shows. In 2013, Chardonnay will be a schooling show.

The Driving Division came in \$4,568 over budget. It made more than budgeted at all events other than the ADT which was held at the Washington State Horse Park (WSHP). Participation at the ADT was lower than planned due to challenges the current WSHP configuration presents to driving. The discipline will continue to work to make WSHP appealing to drivers.

The Eventing Division came in \$5,933 more than budgeted due to the Combined Test and Derby making more than budgeted.

The General Division budget came in \$509 above budget. The tack sale made less than budgeted, but the Division was able to save \$5,000 by not having an awards banquet and not having the food provided at the Annual Meeting catered.

7. 2013 Proposed Events – General - All.

Tack sale. Rebecca reported that E.I. received both fewer items and fewer high end items than in 2011. The organizers for 2011 and 2012 will not be available in 2013. Putting on the tack sale requires a great deal of work for the amount of funds raised. The Board discussed whether E.I. should have a tack sale in 2013. The consensus was that other fund raising efforts might be more fruitful.

The Board discussed other fundraising ideas and ways to fund the General Fund including: a booth at shows; tithing by each Discipline; an auction; sales of E.I. branded clothing; an addition to the show entry fees; and a gift with donation similar to public radio/TV fundraising. Rebecca asked that each Board Member come up with a suggestion that would provide a structural solution for discussion at the February Board meeting.

Annual Party and/or Awards Party. The Board discussed whether to have an annual party, awards party, or combined annual party/awards party. Maren believes an

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annual party and the awards should be separate topics. Lynn disagreed – the perpetual trophies should be linked to a party. The topic was tabled to the February Board meeting at which Lynn, Maren, and Sheila will present a plan for 2013.

Sheila was excused.

8. 2013 Proposed Events & Budgets by Discipline.

Eventing Division. Meika presented a budget for 2013 events. She is still developing the general budget items (*Flying Changes*, insurance, storage, grants).

Dressage Division. Lynn reported on the USDF convention. Riding tests have been developed for training through 2nd levels to test the effectiveness of the rider regardless of quality of horse. They are purposefully quite hard. E.I. will be offering them at all shows as a test of choice. Lori recommended that we should advertise their availability. The Board concurred.

A new sport horse program is being developed for prospects to provide a bridge program for 3 year olds providing a transition from the in-hand to under-saddle programs. USDF hopes to put on its first set of forums by the end of 2013 in several U.S. locations. The goal is to develop horses of the same quality as horses abroad.

The first National Championships will be held in Kentucky in October-November, 2013, a difficult time/location for west coast riders. The Championships will be open to the champions and reserve champions for each level from each Region.

A new instructor certification is now available for training and first levels.

Lynn inquired about interest in a group order of E.I. branded clothing (vests, baseball caps, polos, etc.) from Spiritwear, a local company. The Board members were quite interested and suggested that we offer the membership the opportunity to order these items as well with a prepaid order.

The new show manager for the Dressage Division, Markay Kerr, is involved in sport horses and will be a valuable recourse for those interested in this topic.

Driving Division. Diana reported on the Holiday party in December, a great success.

ADS' annual meeting is in February, 2013. She will provide E.I. membership sign up forms.

The Driving Committee has 5 new members; one resigned to focus on others things.

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The Division's goal for 2013 is to break even on events. It added a clinic weekend at the Northwest Equestrian Center for all levels - from beginners to advanced on July 27-28.

Diana asked for approval of \$5,200 to allow the Division to purchase its remaining needed equipment (pylons for arena, cones, boxes for the cones for the courses) in the first quarter, 2013 to take advantage of expected sales. \$4,000 of this amount comes from money approved for 2012 but not spent. In response to questions from the Board, Diana explained that she is comfortable that the Division will have a sufficient buffer of funds in its checking account for its first 2013 event.

Alison moved that the Board approve \$5,200 for the Driving Division to acquire the equipment. Maren seconded the Motion.

Vote: The attending Board members unanimously approved a \$5,200 budget for Driving Division equipment.

Diana described the Division's refund policy. Prior to the closing date for event sign-up, fees are refunded minus a \$25.00 administrative fee. Up to 72 hours prior to the event start, they are refunded (minus a \$25.00 administrative fee) only if the entry can be filled from a waiting list. No refund is provided thereafter.

The Board discussed event cancelation policies.

After discussion, the Board concurred that the costs of "goodies" provided as a thank you to volunteers at shows should to be allocated to the Divisions rather than the General Fund. Lynn will contact Colleen Jones to confirm that she is preparing a group order. Each discipline to will let Colleen know whether it wants to participate in a group order.

The Board discussed documents retention policy, much of which is addressed in the P&P Manual. Show records are retained for 3 years. Financial records are retained for 7 years.

Additional Eventing Division Items:

Meika had asked Linda Zang whether she would be interested in putting on a joint clinic in 2013. Ms. Zang's commitment to the U.S. Eventing Team prohibits a commitment in 2013. Meika will inquire about 2015.

Rachael Gottlieb, an associate of Mark Ravanaugh, has just completed a year long internship in ultrasound. She has offered to put on a demonstration/lecture for E.I. on February 17. The Board concurred that, while the timing is tight, we should move quickly to take advantage of this exciting opportunity.

The meeting adjourned at 6:00