

Region 9 - 2011 Summer Meeting
Galveston, TX.
Regional Board Reports

USDF Region 9 Adult Amateur Survey – Executive Summary
2011

About our Respondents

220 respondents.

96% are female.

70% are between the ages of 41 and 60.

86% live within 30 miles of a major city with a GMO.

Most own between 1-2 horses (55%). 28% have between 3-5 horses.

84% ride 3 or more days per week

Competition

33% compete in both recognized and schooling shows. Of the remaining 50% that compete, they are split evenly between schooling and recognized shows.

92% of riders say they ride in schooling shows because they are cheaper and 70% said that because they don't have to travel.

87% of the riders say they ride in recognized shows to qualify for the championships and 51% said because recognized shows are more professional.

Of those riders who do not compete (20% of the respondents), 56% said they would rather focus on training and education, and 49% said that showing is too expensive. 44% said they or their horse was not ready to complete.

Education

Those who are interested in training and education would prefer to attend mounted symposiums. Un-mounted lectures were less popular but still 48% said they would attend a one day un-mounted lecture but that number dropped to 23% of a two day program. Social events with or without horses was 35 and 31% respectively.

Respondents would most likely pay between \$71 and \$150 to ride in a clinic per day. Only 21% would pay over \$150. For un-mounted events, most respondents would only pay up to \$30 per day. For auditing a "symposium" respondents were willing to pay up to \$40. 30% were willing to pay over \$41.

30% of Respondents would drive over 75 miles, and another 30% would drive over 100 miles to attend a symposium or clinic with their horse but this lowers to about 75 miles if attending an un-mounted symposium or clinic.

The education programs of the most interest (in order of popularity) were:

Moving up the levels – 71%

Rider position and effect of seat and aids - 68%

Beyond the basics – 55%

Horse fitness and conditioning – 51%

Clinics with professionals – 51%

Ride-a-tests – 47%

Training the young horse – 47%

Rider fitness – 45%

Basics – 37%

Re-training the older horse – 32%

Freestyle – 30%

Overcoming fears and problems - 27%

How to apply dressage to everyday riding - 25%

USDF

40% of respondents are interested in earning USDF University credits.

Only 7% of respondents have used E-Trak online as a source of education.

Awards

Most respondents would pay about \$11-\$30 to participate in an awards program.

The most popular award types were (in this order): Rider achievement, horse achievement and Breed awards.

Over 52% of respondents said that their GMO, USDF and Region 9 provided enough award opportunities for amateurs.

Social Events

53% of respondents said they were likely to attend a social event, play day or trail ride with horses.

48% said they would be likely to attend a picnic, party or banquet without horses.

Over half of respondents would likely pay up to \$30.

Amateur Needs Being Met?

48% of respondents felt that USDF, Region 9 and their GMO were meeting their needs.

20% felt their GMO did, but USDF and Region 9 did not.

20% felt that none of the organizations met their needs.

Those who felt their needs were not being met said that education programs, awards and recognized shows were geared more toward professionals and juniors.

Suggestions for improving included (97 responses):

Lowering fees in recognized shows or discounts for amateurs – 75%

More programs geared toward the part-time rider – 54%

More programs with amateur demo riders – 54%

More awards for amateur competitors – 47%

More programs geared toward basics and lower levels – 43%

More classes that do not require USDF/USEF membership and fees – 40%

More awards on individual achievement rather than ranked among peers – 38%

More emphasis on schooling shows – 37%

Awards for schooling show competitions – 35%

Written comments

46 comments were made about the cost of recognized shows and education being too high.

Conclusion

From this survey I would suggest looking into the following:

Offer more opportunities for educating amateurs (as cost-effectively as possible) particularly with green riders and horses.

Offer opportunities to compete with out paying high fees (more emphasis on schooling shows, adult amateur championship for example or schooling show championship). Talk to show managers on ways they can reduce competitor costs (increasing sponsorships for example). Offer and advertise opportunity classes. Lower ground fees (or eliminate) for local riders coming to your recognized show.

Offer more rider achievement awards (perhaps a Region 9 award?).

Respectfully submitted,
Arlene Gaitan – Region 9 Adult Amateur Committee Chair

Adult Education Committee Report

The Adult Education committee has had 3 conference calls so far in 2011.

In January we discussed how to improve and get the word out about E-Trak, went over updates on the adult ed clinics and we tried to come up with ideas for the education sessions for the 2012 USDF Convention.

In March we were presented a list of possible education sessions that Kathie Robertson was able to look into based off our previous conference call. We then narrowed it down to a small list and then Kathie got back with us as to who would commit for the convention. We think we have a great group this year.

In May we discussed a nomination for the at large director for the activities council.

We have recently been discussing the Region Adult Ed clinics. Organizers will have option to add lunch as an additional item on the registration page so it will be included for all. Region 9 will host Lilo Fore on March 3-4th, 2012 in College Station at Stormin' G Ranch, hosted by BACH.

Respectfully Submitted

Donna Meyer

Instructor / Trainer:

The only thing going on that I know about is the Instructors Workshops in Oklahoma that Denise Laigle is hosting so I contacted her to find out how it is going.

She only had six to start the workshops with and now she only has three. They had to cancel the second day of the lungeing the rider workshop because of heavy thunderstorms and then the make-up date had to be cancelled because of 110 degree temps. They have rescheduled for Sept. 24 & 25 and they need Instructors and will offer any kind of workshop, teaching, riding or lungeing to help make up for the three spaces. Right now she is losing money badly and offering clinic rides to help with the costs.

I did not think it was a good idea to put on a Workshop so soon after we just had one down here. I am going to ask Katherine Robertson to please put a notice out to Instructors that they have space available and also to my I/T lists. I don't know if you can do a region 9 blast since we just had one.

Respectfully submitted,

Vera Muckleroy

I/T Liaison Region 9

Judges & L Grads Committee Report – Summer 2011

Marilyn Kulifay

Austin Dressage Unlimited put on an excellent Continuing Education for Judges and L Grads in February 2011, featuring Maryal Barnett, FEI "C" judge. Approximately 76 people attended. ADU is in the process of getting an outstanding FEI "O" judge for 2012.

Progress is being made on organizing the L Grads and Judges' lists for the 2012 Omnibus. Continued correspondence updating L Grads and Judges about judging (USEF, FEI).

Awards Committee Report

The awards committee has had 3 conference calls in 2011.

The first call on March 1st the goals for the committee were discussed and some recommendations for additions were made.

The second call we addressed seeking a candidate for the at large director.

The June conference we discussed and proposed edits and changes to wording in the 2012 USDF Competitor Member Guide.

Motions that passed last year at the BOG that will take effect 10/1/11.

Motion #1: A horse may only be eligible to be ranked in the final USDF year-end award standings for Dressage Horse of the Year, Musical Freestyle, Musical Freestyle Challenge,

USEF Four-year-old, FEI Five-year-old, FEI Six-year-old and/or open divisions for All-Breeds Awards, at two consecutive levels within the same competition year. If a horse meets the criteria to be ranked in the final USDF year-end awards standings for Horse of the Year, Musical Freestyle, Musical Freestyle Challenge, USEF Four-year-old, FEI Five-year-old, FEI Six-year-old, and/or open divisions for the All-Breeds Awards, in more than two levels in the same competition year the horse will only be ranked at the highest level, and if qualified, the next level consecutive to that highest level. Consecutive levels are defined per USEF DR119.2. The effective date is 10/1/2011.

Motion #2: A horse/rider combination may only be eligible to be ranked in the final USDF year-end award standings for Adult Amateur, Junior/Young Rider and/or Vintage Cup divisions, and/or the respective divisions within All-Breeds Awards, at two consecutive levels within the same competition year. If a horse/rider combination meets the criteria to be ranked in the final USDF year-end awards standings for either the Adult Amateur, Junior/Young Rider, and/or Vintage Cup divisions and/or the respective divisions within the All-Breeds Awards, in more than two levels in the same competition year the horse/rider combination will only be ranked at the highest level, and if qualified, the next level consecutive to that highest level. Consecutive levels are defined per USEF DR119.2. Effective 10/1/2011.

Motion #3: Effective immediately, housekeeping changes for equivalencies affecting eligibility for USDF awards programs can be made with the joint agreement of the Awards Committee and the Executive Board.

Motion #4: Effective 10/1/ 2011, the equivalencies for Rider Awards be changed as follows: (a) FEI Young Rider Preliminary & FEI Young Rider Team Tests be listed as equivalent to Prix St Georges for the Silver Medal and (b) FEI Junior Team & FEI Junior Individual tests be listed as equivalent to Third Level for the Bronze medal.

*For USDF official year-end results or award standings, no corrections will be accepted after 5:00 pm EST on October 15. If USDF is notified, in writing, of errors prior to 5:00 pm EST on October 15, the placings will be corrected. If USDF is not notified, in writing, of errors prior to 5:00 pm EST on October 15, including those caused by the competitor, the competition, or USDF, no changes will be made. **Exception: A correction may be brought forward by the Executive Director at any time to the USDF Management Committee which will review the appeal and, upon finding good cause a correction or corrections may be made to the official year-end results and/or award standings.***

Respectively Submitted, Donna Meyer

Region 9 Electronic Communications – Website; E-Newsletter

The Region 9 web site continues to see a growth in site traffic. For the past year, we are averaging 150 unique visitors per month, and have served a whopping 996036 page views. The most popular pages remain: home page, instructor/trainer list, show calendar, educational events, judges/TD list, and, surprisingly the advertisers page.

Most site visitors are coming directly to our site, rather than arriving there from other sources such as searches. This is not surprising since we are a rather targeted market. The majority of our visitors are from the US, with a small percentage hailing from Europe and other foreign locations.

This year we launched paid advertising on our web site and in our e-news blasts. We have had a few advertisers participate and this should only continue to grow. Remember to support our advertisers!

The e-blasts being sent out from MailChimp once per month seem to be well received by those who view them. These blasts keep members informed of regional and national events and news. Currently there are 395 names on our e-mail list. On average, about 35% of the list recipients actually open the e-mail. Click through rates range from 3%-18%, depending on the information included in the e-mail.

This year we've also established a presence on Facebook. Our 'likes' continue to increase. Since its launch in early 2011, we have accumulated 131 total followers. Facebook posts usually contain important news, links to important information and calendar events. A few members have taken initiative and posted related material on our page as well. The following should continue to grow as more people use the social media or think to look there.

All in all, we are doing an effective job of reaching out to our members. They should be able to get the information they need through these communication vehicles which are updated on a regular basis.

If you have any questions on this report or need additional information, contact Nicole Landreneau
offcoursenews@hotmail.com

USDF Region 9 Fund Raising Working Group – Summer 2011

The Fund Raising Working Group has collected the following fund raising ideas:

1. Since USDF is not hosting a symposium for the December 2012 convention in New Orleans, determine the feasibility of Region 9 hosting a symposium.
2. Reinstate the Region 9 horse show where judges and other personnel volunteer their time to put on a horse show to benefit the region. Start as schooling show, then go as recognized show.
3. Ask Region 9 horse shows to host a Region 9 benefit class at each show where proceeds go to Region 9.
4. Periodic Silent Auction or Silent Auction items (at an already existing Silent Auction) that benefit Region 9.
5. Solicit donations for specific projects/purposes.
6. "No Show Horse Show" enter a horse show & provide DVD that will be reviewed by a judge or clinician and feedback given (scores & prizes).
7. Trail ride benefiting Region 9.
8. Create a calendar for Region 9 & sell them.
9. Create a Region 9 cookbook.
10. Create a Region 9 Whistle Stop tour with a clinician going to various cities in Region 9.
11. Create a Region 9 medal – competitors sign up and pay "dues" and compete, getting scores at recognized shows. High points get medals at the end of the year.

Susan Howard is creating an information/marketing packet to send to potential donors.

The committee would like feedback at the Summer meeting as to which fund raising ideas each show or GMO would like to take on, i.e. at the February 2011 regional meeting, HDS said that they would host "Cupcake Wars" at Championships to benefit the region.

Nominations Committee Report Summer 2011

Kathryn Kyle

My committee has been fairly active this year.

We had email discussion on how to handle the nominating process and voting for the new At – Large-Director to the Executive Board. We will see how it goes this year and may have to do some “twicking” for the future. There have already been some recommendations on changes to the nominating process from the committees in order for the process to be more streamlined.

The list of nominees for At-Large- Director can be found at <http://www.usdf.org/about/about-usdf/governance/nominating/ald.asp> or by searching the USDF web site for “At-Large Director”. Please contact your voting representative(s) if you have feelings one way or another about any of them.

Region 9 can be proud that our own Carolyn VandenBerg is one of the nominees for ALD.

The Participating member delegates for 2011 are:

Paul Kathen tex-over@consolidated.net
Marilyn Kulifay mkulifay2@aol.com
Kathryn Kyle horses@kyleranch.com
Sarah Jane Martin seabrz@consolidated.net
Evelyn (Evie) Tumlin etumlin@cedarwindfarm.com

These members have been elected to represent the PM members of Region 9. If you have questions or issues please contact anyone or all of them.

The deadline for GMO delegates is August 31, 2011 currently (as of August 15, 2011) only 2 of the Region 9 GMO’s have delegates listed they are:

HDS – Kathy Jones
ODS – Sherry Guess
SEDA – Nicole Landreneau
Tri-State – Bruce Lawrie

In past years we have had 100% representation of GMO’s from Region 9, something to be proud of, please don’t let us down this year and get those forms in.

USDF Sport Horse Committee

Jan Colley

Report for USDF Region 9 Summer Meeting

Sport horse Committee is a very active group and meets approximately every 60 days. Recent activities have included discussions on promoting and improving the USDF Sport horse Seminars and the Sport horse Championships.

We will be bringing forth the recommendation at the 2012 convention to establish a qualifying a fee similar to that currently in place for the GAIG/USDF championships. This will allow us to offer cash awards to the winners of the Series Finals. Final details of this proposal and guidelines will available at the convention and will be reviewed in the open committee meeting.

The next USDF Sport horse Seminar will be held October 29-30 and Majestic Farm in Batavia, Ohio. Bill Solyntjes and Kristi Wysocki will be the instructors. The workshops/seminars are a great experience and provide you a hands on opportunity to better understand how horses are judged in the Sport horse Series.

The Southern Series Finals will be held September 24-25 at Silver Hill Stables along with the Southern Breeders Sport horse Shows I and II which are the final qualifiers for the Finals on

Sunday afternoon. Sponsorships are still available and package info is available at www.lostridgefarm.com. Great prizes for all shows! Please help support this show!

TECHNICAL DELEGATE COMMITTEE 2011 REPORT

Diane Stanley, from Billings, MT (region 5) is currently the committee chairperson. The committee again this year has representation from all nine regions.

The committee kicked off the year with the new helmet rule and much ado about "how" to check the helmet for the SEI tag. Relief came after reading the GR801 (7) rule. The good news is competitors are in compliance at the shows and there have been very few problems.

The EHV horse virus gave everyone a scare and actually had several states put the emergency equipment checking procedures in place and/or cancelling competitions. The number of cases was limited, as the ability for the equine organizations to track cases was almost immediate due to the internet, and this was a very short lived problem.

The other big news was; this was the year of the TD test. (Every 3 years) The good news is everyone in Region 9 passed!

The committee has spent this year answering questions from competitors and Diane getting clarification from USEF. Not much conversation on the HSV color scale. One of the questions was if a level 2 competition needed a written contract with the 'on call' veterinarian? Janine Malone clarified citing GR 1211.4 (c). Which reads: "Competitions with less than 200 horses must have a written agreement with a veterinarian to be on call". So naturally the next question dealt with the farriers. Here is Janine's response: A farrier is considered competition staff vs. a competition official per USEF rules. There is no specific USEF rule that requires a written agreement with the farrier (either on grounds or on call). However, since competitions without a farrier on the grounds are required to have a farrier "available at all times", it would be advisable for the protection of management to have a written agreement, in case the farrier on call is not properly responsive to requests for service at the competition.

The committee had a conference call in May and nominated me to run for the ALD position for the 'Technical Council'. Three other committees have also put forth nominations. The election will take place at the USDF Annual Meeting in San Diego, CA.

Respectfully submitted,
Carolyn VandenBerg
USDF Region 9 Technical Delegate Committee Member

Youth Programs Committee

Three conference calls were held this year on January 31, March 7, and May 16. The main topic this year is the 2012 USDF/USEF Young Rider Graduate Program. This is held every two years and the dates are January 14-15, 2012, in FL. Applications are due October 30, 2011. A Youth link has now been added to the home page of the USDF website for easier access to all programs pertaining to youth.

Region 9 held two Youth Regional Team Competitions. The north competition was at the Green Country Dressage Classic on June 18-19 and the south competition was at Windy Knoll Farm Summer Show July 23-24.

Upcoming deadlines:

- August 31- Youth Volunteer of the Year nominations

- October 1-Letter of intent to represent USDF on the USEF Young Equestrians Advisory Board
- October 30-Young Rider Graduate Program applications

Ideas:

- Create a spreadsheet for youth camps/clinics/activities in Region 9
- Start performance award certificates for youth earning minimum scores at shows. These could easily be done by mail.
- Look into the possibility of an unmounted educational weekend in the winter months that will offer mini sessions (how to deal with fear and anxiety, journaling/goal setting, fitness for riders, programs for parents, etc.) This could be held in a school or similar facility. The thought is to hold it annually but move the location between two or three strategic geographical locations so it isn't in the same spot each year.

Anne Kuhns