



**Annual Meeting
January 19, 2013
Oconomowoc, WI
Annual Convention**

Agenda items:

- Meeting called to order by President Theresa Meyer
- Roll call of delegates: 82 votes (78 delegates, 3 rider reps, 1 vet rep)
- Treasurer report for 2012- presented as Balance Sheet
 - Tony Troyer moved, Linda Mower seconded to accept as presented: **Passed**
- Secretary's report from annual meeting 2012 was presented.
 - Linda Mowrer moved, Wayne Gastfield seconded: **Passed**
- Approval of insurance costs proposal was presented.
 - UMECRA will pay ½ of daily \$45/day costs plus \$20 for each additional insured.
 - This was passed in the morning BOD meeting and does not need any further action.
- Approval of 2013 ride schedule
 - Jeanne Crispin presented some changes from the schedule that was handed out at the meeting.
 - Jeanne reminded everyone to send their ride flyers to her as soon as possible; PDF format is preferred.
 - Wayne moved, Joslyn Seefeldt seconded to approve the ride schedule with the additional changes.
Passed.
- Meeting Rules:
 - Wayne moved, Bonnie seconded: For each topic, each person gets 1 minute on the topic; they can have more than one time to voice their point. **Passed.**
- Rules CHANGES – brought forward from November and morning BOD meeting
 - **Edit under Competitive Drive – drivers:**
 - ~~I. All drivers Multiples (pairs, tandems and teams) will have 15 minutes to present their horses to the veterinarian for pulse and respiration at the vet checks at end of the drive. (Single horses will have ten minutes to present their horse to the veterinarian.)~~
 - Motion made by Tony Troyer; seconded by Linda Mowrer; **Passed**
 - **Add under UMECRA general rules**
 - Stallions shall not be ridden by a rider 18 years of age or older. Juniors in competitive must not ride stallions; Tony Troyer moved; Olivia Rudolphi seconded. Approved.
 - 4. Rider Requirements
 - K. Stallions must be double tied (two halters & two lead ropes tied to two distinct tie points) to trailer, hitching post, or high tie when not being ridden or handled. Stallions must be marked with a yellow ribbon on the bridle or forelock and tail at all times.
 - Motion made by Tony Troyer, seconded by Barry Saylor.
 - Elizabeth Laurie proposed an amendment; seconded by Elinore Tonsor to add "and 2 sources"
 - Motion made by Olivia Rudolphi; seconded by Tony Troyer to the above rule with the two sources added; **Passed**
 - **Add under UMECRA general rules**
 - 4. Management Requirements



- J. All Rides offering limited distance and endurance events must be AERC sanctioned.
 - Joslyn Seefeldt motioned; seconded by Wayne Gastfield; **Passed**

- **Add under**

- COMPETITIVE RULES

- 2. Management Requirements

- H. There must be a minimum of one rest stop during each 25 miles or increments over 15 miles thereof. (For example a ride must be 40 miles or over in order to require two rest stops.) Horses may not travel more than 20 miles without a scheduled vet stop **if the ride is between 25 and 34 miles. A one day ride of 35 miles or more may have one loop that is a maximum of 25 miles.** All vet stops must be a minimum of 40 minutes long.

- Motion made by Olivia Rudolphi; seconded by Tony Troyer; **Failed to pass**

- **Sanctioning Requirements:**

- 2. UMECRA Rules

- F. Once the schedule is finalized at the annual meeting, no new rides may be scheduled except with Board **and ride manager approval via electronic ballot with a majority of 2/3rds of the managers responding within ten (10) calendar days. (One vote per ride)**

- Rides seeking approval by Board vote must meet one of the following criteria:

- Be proposed for an open date
 - Be 501 miles or more from an already scheduled ride (as measured using Mapquest.com)
 - If less than 501 miles from an already scheduled ride (as measured using Mapquest.com), have written approval of those ride manager(s)
 - Motion by Olivia Rudolphi, seconded by Wayne Gastfield; **Passed**
 - Amendment added "in ten days"

- 4. Rider Requirements (from the Blue Ribbon Committee)

- K. Non-UMECRA members will be charged a \$5 non-member fee per ride entry to be paid to UMECRA.

- ((Current K moves to L))

- Olivia Rudolphi motioned; Tony Troyer seconded; **Failed to pass**

- 3. Veterinarian Requirements

- A final decision allowed unsighted or a partially sighted equine to compete will be decided on a case by case basis by the control judge at each event. Riders of vision impaired equine should contact the ride manager prior to entry for approval.

- Olivia Rudolphi moved, Dianne Schmidt seconded; **Passed**
 - Bonnie Mielke motioned to call the question; Lynn Reichert seconded; **Passed**

- BY LAWS CHANGES

- **ARTICLE VIII**

- Standing Committees (1/23/10)

- Section 1. EXECUTIVE COMMITTEE. An Executive Committee of the Board will be made up of its President, Vice President, Secretary/Treasurer, and Immediate Past President.
 - Section 2. INTERNATIONAL COMPETITION FUND COMMITTEE.



- A. A permanent committee is established to fully administer, maintain, guide and keep an international competition fund for fund-raising to assist in supporting UMECRA members who may be selected to participate in compete in or ride managers who host ~~may be selected to participate in~~ international endurance or competitive ride events sanctioned by the FEI.
- B. Committee members: The committee shall be made up of five persons as follows: a current UMECRA officer and four members at large to include a chairperson and three others. Preference shall also be given to appointing UMECRA members who are acting as Chef d'Equipe for time zone teams, generally the East or Central teams. The committee will be appointed by the UMECRA president.
 - C. Committee responsibilities:
 1. To prepare guidelines for administration and dispersal of the fund, to be approved by the Board;
 2. To prepare plans for fund-raising, to be approved by the Board;
 3. To implement Board approved guidelines and plans; and
 4. To furnish an annual report to the Board and membership at the general meeting, to include; financial report, fundraising report, activity/use report.
 - Olivia Rudolphi motioned; Tony Troyer seconded; **Passed**
- Update from the Blue Ribbon Committee
 - Marty Power and Julie Jackson Biegert gave a summary of the committee. The full report is available to all members on the UMECRA website.
 - Discussion focused on getting more rider involvement throughout the organization. An idea was presented to have 'state' representation based on the number of UMECRA members in each state. No further action was taken at this time regarding this topic.
- Election of officers:
 - Vice President; Nominated Linda Mowrer (declined) Becke Gram, Barb Kurti, **Tony Troyer**
 - Secretary/Treasurer; **Jill Feller**
 - IL Regional Director; **Sarah Mowrer**
 - MI Regional Director; **Wayne Gastfield**
 - (2) Director at Large;
 - **Barb Kurti**, Bill Suskey, Darlene Molitor
 - **Bill Suskey**, Darlene Molitor
- Motion made to adjourn the meeting. Jill Feller motioned; Linda Mowrer seconded.

Respectfully Submitted
Jill Feller
UMECRA Secretary/Treasurer

The Rider subcommittee proposal and membership committee report that was available at the meeting follows.



Rider Vote Proposal

The purpose of this proposal is to increase participation of all members of UMECRA, to broaden the knowledge base required to run the organization and to bring forward the input, ideas and skills of more UMECRA members. We have tried to develop a proposal that would create increased representation of riders (and geographic locations) without increasing the size of the BoD.

Here is the basic proposal:

- Create the role of Rider Delegate (not to be confused with Rider Representative).
- Each State would be allowed to elect one rider delegate for every ten UMECRA members, up to a maximum of ten. If there are less than ten members in a given State, no delegate would be allowed.
- Delegates would be voted in by state members via mail in ballot.
- Delegates would have to meet the following criteria:
Rider Delegates must have been members for a minimum of one year and must have completed a minimum of four UMECRA rides in the previous season, to be comprised of any combination of CTR of 25 miles or more, Limited Distance or Endurance Rides.
- Rider Delegates will have voting privileges at the Annual meeting only.
- Given the 2012 membership numbers, this is what the number of “votes” would look like in comparison to Ride Manager votes:

	Number of UMECRA Members	Potential Number of Ride Delegates	# of UMECRA Ride Days/Ride Manager Votes
Wisconsin	106	10	23
Minnesota	100	10	20
Illinois	72	7	13
Michigan	52	5	32
Iowa	10	1	2
Indiana	6	0	0
Missouri	4	0	1
North Dakota	4	0	4
Ohio	1	0	0
South Dakota	0	0	0
Total	355	33	95

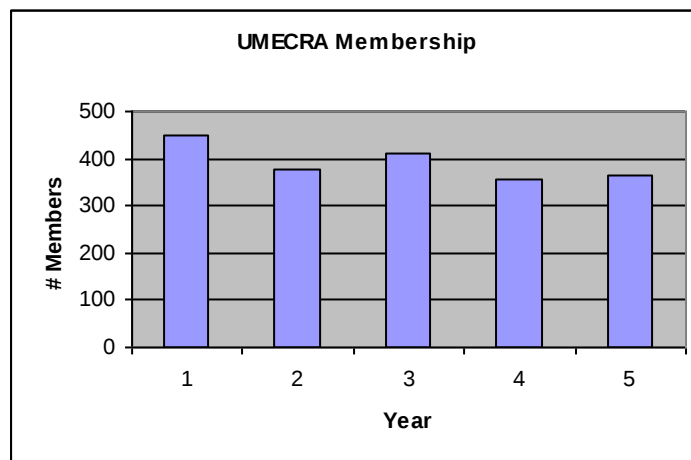


Membership & Novice Committee Report

January 19, 2013

Submitted by: Pam Cotton, Julie Jackson, Nicole Mauser-Storer, Bonnie Mielke, Angie Mikkelson, Linda Mower, Marty Power, Joslyn Seefeldt

Membership by Year	#	
2008	449	
2009	378	
2010	409	
2011	355	
2012	366	



Membership by State				
	2012	% membership	# Ride Days	% Ride Days
IA	10	3%	2	2%
IL	77	21%	13	14%
IN	4	1%		0%
MI	52	14%	31	33%
MN	113	31%	20	21%
MO	5	1%	1	1%
ND	4	1%	4	4%
OH	0	0%		0%
WI	101	28%	23	24%
Total	366	100%	94	100%

In 2012 we:



- Continued to update and improve the **New Riders** page on the website by increasing the number of mentors listed on the website and adding “Getting to know...” to many of the mentor’s listed.
- Developed both a short and a long article on distance riding to be available for printing in newsletters and on websites.
- Offered the first the Mentor’s Award sponsored by AHDRA.

Looking ahead:

- Increase the number of Novice Clinics. Have novice clinics in various parts of the region. Encourage each regional organization to sponsor a novice clinic. Have UMECRA provide both financial and peoplepower for organizations offering novice clinics.
- Provide insurance coverage for both organizations and individuals who offer a novice clinic.
- Improve the number and quality of novice rides offered at rides.

Possible Marketing Potential for UMECRA Membership Growth

A couple of observations regarding UMECRA:

1. It is surprising how few members UMECRA has in some states, like Iowa, for example.
2. It’s been noted that years ago there used to be a lot more rides in different areas that now no longer exist, such as in Iowa and Central and Southern Illinois. Also, years ago there used to be so many juniors competing that it was difficult for a junior to place in the top ten!
3. There may be at least some interest by ride managers and riders in nearby states, such as Indiana and Missouri, to have rides sanctioned by UMECRA.
4. Some individuals have joined UMECRA simply because there was a ride in their area that didn’t require them to travel long distances at considerable expense simply to “try out” the sport.
5. For an organization to thrive, it must at least sustain, if not grow, its membership numbers.

Analyses:

Although some states have data on the number of horses, horse owners or riders, not all Midwest states do. The best available data found was the American Horse Council’s estimate that 2.2% of U.S. households own horses. Using that piece of information and applying it against available census data on the number of households in a state provides an estimated number of households that own horses as the maximum potential number of UMECRA membership households.

Now this isn’t exact, since the UMECRA membership numbers weren’t converted into household memberships, but to get a rough estimate of UMECRA’s penetration rate into the potential market for membership the number of UMECRA members was divided into the estimated number of potential households that own horses.



From that calculation, Minnesota was found to have the highest penetration rate. Every other state's penetration rate was then divided into the Minnesota penetration rate to arrive at a potential growth factor if each state could achieve the same penetration rate enjoyed by Minnesota. Using that potential growth factor, the estimated potential increased number of UMECRA memberships that could result if Minnesota's penetration rate could be achieved by each of the other states was calculated.

Then, the correlation between the number of ride days in a state and the number of UMECRA memberships was calculated and found to be fairly strong (.773). As correlation doesn't reveal causality, this relationship could be because states with more ride days recruit more UMECRA members, or the states with more UMECRA members have more potential ride managers and end up hosting more ride days.

Regardless, it seems there is considerable potential for UMECRA to sustain and even grow its membership numbers if it cares to embark on a planned marketing strategy targeted at specific states and areas within a state.

Such a strategy could include several possible actions, such as the hosting of novice clinics in strategic locations, applying incentives for someone to host a UMECRA ride in strategic locations to attract both old and new riders as UMECRA members, and approaching existing ride managers in certain states with incentives to sanction their ride with UMECRA.



	Number of UMECRA Members	2010 Census # of Households	AHC: 2.2% of Households Own Horses	UMECRA Penetratio n Rate	Potential Growth Factor to = MN	Potential UMECRA Membership Increase	# of UMECRA Ride Days
Wisconsin	106	150,000	3,300	3.21%	1.0		23
Minnesota	100	135,000	2,970	3.37%	1.0		20
Illinois	72	302,000	6,644	1.08%	3.1	152	13
Michigan	52	229,000	5,038	1.03%	3.3	118	32
Iowa	10	98,000	2,156	0.46%	7.3	63	2
Indiana	6	187,000	4,114	0.15%	23.1	133	0
Missouri	4	174,000	3,828	0.10%	32.2	125	1
North Dakota	4	25,000	550	0.73%	4.6	15	4
Ohio	1	306,000	6,732	0.01%	226.7	226	0
South Dakota	0	34,000	748	0.00%	#DIV/0!	25	0
Total	355					855	95
Correlation w/ # UMECRA Ride Days(w/o OH & SD)	0.773	0.347	0.347	0.656	-0.655		1.000