



Morning BOD Meeting Minutes January 18, 2014

Call to order by President Theresa Meyer

Present: Theresa Meyer, Tony Troyer, Jill Feller, Sarah Mowrer, Wayne Gastfield, Dianne Schmidt, Joslyn Seefeldt, Barb Kurti, Bill Suskey, Olivia Rudolphi, Maxine Bernsdorf, Bonnie Mielke, Robin Schadt, Nicole Mauser-Storer, Jon Wagner, Wes Elford, Linda Mowrer

Minutes from fall BOD meeting: Tony Troyer motioned to accept minutes; seconded by Wayne Gastfield; passed.

Old Business:

- Abused/over-ridden horses issue- update by Dr. Olivia (from spring meeting).
 - What is the statement that UMECRA wants to move forward with? Dr. Olivia has researched a lot of different ride organization's horse health statements. UMECRA does have a statement in our rules; do we need more than this?
 - Sample statements will be posted for the general membership to review and make suggestions to. This topic will again be discussed at the January annual meeting.
 - After discussion no further action was taken as our rules already address this issue.
- Barry Saylor: AERC will not allow a competitive ride to be held on the day off between the Championship rides and Barry had determined volunteer recruitment would be difficult; therefore Barry has withdrawn his request to host the AERC National Championship ride; no further discussion.
- HRM in competitive rides
 - Tony presented a chart that would be used to convert HRM numbers to fit into the competitive ride score sheet. The use of HRM would be an option for RM' and not required to be used.
 - UMECRA General Rules 3. Veterinary Requirements (**proposed**):
 - A rider may ask for one recheck on a P/R. **Pulse rechecks must be done with a stethoscope.** P/Rs shall be taken as a unit and a recheck shall be requesting immediately after BOTH have been taken and announced. The recheck must be taken immediately and the rider must accept the second score, whether higher or lower. **In the case of a documented arrhythmia a stethoscope must be used for all vet checks. Heart rate monitors (HRM) will be allowed as long as they are used for all riders and in the same manner. Individual rider HRM must be turned off as they interfere with the hand held.** Tony motioned to add this above verbiage to the competitive rules; Joslyn seconded. Passed 7/4
- Lameness on competitive horses (**proposed**):
 - Dr. Wes presented this change; he does not want lame horse (grade 3) to have to continue trotting out and in circles; he would like to have them stop and receive only miles.
 - Competitive – Veterinary Requirements- 6.Completion Criteria
 - Horses that are grade **3 or 4** lame will not receive placing or completion points but will receive mileage. Grade 5 horses will be disqualified. Dianne Schmidt motioned to accept the change; Tony Troyer seconded; passed.
- Fun ride rule from Nov meeting
 - The motion that was made at the November meeting regarding rides of less than 15 miles was rescinded based on the fact that AERC does allow for *Introductory rides*. After a discussion the following rule was created:
 - **Any UMECRA sanctioned ride with ride miles of 15 miles or less must follow the established UMECRA Novice rules or the AERC Introductory rules. AERC Introductory rides are not eligible for UMECRA points and miles.** Tony Troyer motioned; Sara Mowrer seconded; passed.



- Pay-pal use for rider fees and memberships- survey discussed at spring meeting was not sent out to see if there was any interest; there is no new update on this subject.
 - Peggy sent out a survey; results were that there was not a lot of interest in this process.
- Self-nominating forms for elections.
 - Form was sent out to BOD members via email to review. The form was accepted and will be used beginning with 2015 elections. Nominations from the floor will still be accepted.
- 2014 ride schedule has a few minor changes since Nov meeting. Jill made motion to accept ride schedule; seconded by Joslyn; passed.
- Promotions Committee: an update was given with multiple handouts that are attached to these minutes.
- Membership Committee; no action has been done by this committee since it is so closely tied to the promotions committee. Theresa will ask for more members for this committee at the annual meeting.
- Protest process; this is being tabled until the spring meeting.
- Mileage reimbursement for spring and fall BOD meetings
 - Dianne motions, seconded by Tony to UMECRA will reimbursement BOD members, both elected and appointed, who drive to the spring and fall meetings at a rate of \$.25/mile.
 - Jill will create a reimbursement form to be used.
- Insurance: the insurance bill for 2014 has been paid. The cost for each day remains at \$45/day and additional insured will continue to be \$20 each. Jill motions that UMECRA pays ½ of the daily insurance costs for all UMECRA rides requesting UMECRA insurance and each ride pays 100% of their additional insured costs; seconded by Dianne Schmidt; passed.
- Convention; update
 - 2015- Wayne reported that the convention plans are on track.
 - 2016 convention proposal; DRAW will host the 2016 convention somewhere in or near Wisconsin Dells
- Trail grant requests; there were none to be discussed
- Other
 - Dr. Olivia would like to see UMECRA provide money for a necropsy to an owner who has a horse that dies as a result of a ride. AERC provides the owner with \$500 however, that does not cover all the costs of the procedure. After a discussion, no action was taken on this request.
 - Coffee and rolls should be provided at the morning BOD meetings at the conventions. Dianne motioned; Bonnie seconded; passed.
 - Jill motioned to give MN and IL \$250 for a booth at their state horse fair; Dianne seconded; passed.
- Spring meeting date is March 15 with the location to be decided.
- Rider Rep voting ballot count was conducted after the close of the meeting.
- Jill motioned to adjourn the meeting; seconded by Tony.

Respectfully submitted,

Jill Feller
UMECRA Secretary/Treasurer



UMECRA Promotions

Level 1

1. Hashtags via Facebook and/or Twitter. Helps promote the sport a bit more if people are using #enduranceriding, #UMECRA, etc

How do I use hashtags?

Hashtags turn topics and phrases into clickable links in your posts on your personal Timeline or Page. This helps people find posts about topics they're interested in. To make a hashtag, write # (the number sign) along with a topic or phrase (written as one word) and add it to your post.

For example:

I walked up so many hills today! #SanFrancisco

When you click a hashtag, you'll see a feed of posts that include that hashtag. You'll also see some related hashtags at the top. You can search for a hashtag using the search bar at the top of any page.

2. Details on each ride to be available via Facebook and website – helps both current and new riders know what to expect. Jos was going to find the content to be published.
3. Additional links on UMECRA website. Include links to Karen Chaton's show on Horses in the Morning, include links to known endurance bloggers to help both new and experienced members keep up to date on current topics
 - a. If there is any interest – maybe start a UMECRA blog? Can be run by a handful of people on the board to share news of interest to UMECRA and/or the endurance community. Blog posts don't have to be super frequent or lengthy – just valuable to the people who would be interested in endurance
4. Ensure membership in each state's Horsemens Council and run an ad in the program at each Horse Fair as applicable or create a press release/article to run once a year as promotions. Consider participating in each Horse Fair as it makes sense (do we have multiple copies of UMECRA banners that can be used?) estimated \$300 - \$400 per year for memberships



5. Create an ad that can be used for breed organizations, clubs etc with just minor changes in wording or pictures. Will want a rep for each state to determine what organizations to promote with. May require an advertising budget per state with final say on spending that can be determined by individual committees, and not every piece voted on by entire board.
6. Develop a process to make sure that all non-members receive a follow up phone call, email or letter that asks about their experience and offers to put them in touch with someone in their area if desired. Promote "To Finish is to Win"
 - a. I'm happy to help with the IL rides and create that "personal touch". Will want additional members to help with other states

Level 2

1. Utilize links to videos being compiled by Dr Garlinghouse OR create UMECRA versions of similar topics.
 - a. Compile a list of desired topics and send video snippets from various UMECRA rides to compile the 5 – 10 minute videos. People would have a list of sub topics to cover and could sent videos via drop box or other type of mechanism to the video editor
 - b. Topics could be: Camping with your horse, vetting in for a COMP ride, vetting in for an Endurance ride, what happens at a vet hold, endurance ride strategy (ie Top 10 vs turtle), electrolytes, tack, anything else we think would help new or curious riders
2. Plan clinics at select areas in UMECRA – plan to host X number per year – use http://www.aerc.org/Endurance_Clinics.aspx from AERC as a guide
3. Find ways to engage youth. Clinics for 4-H groups etc. This link was on the AERC home page for youth programs - <https://www.usef.org/highschool/>

Level 3

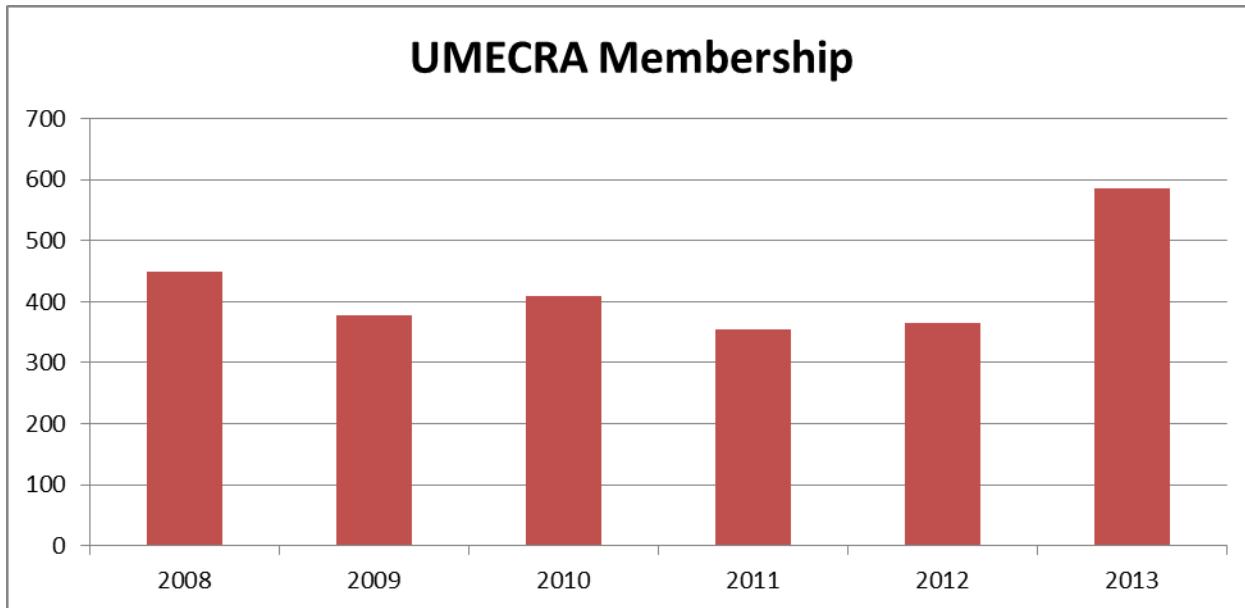
1. Creatively find ways to get new rides UMECRA sanctioned that are in some of the outer territories. It's hard to recruit members from North Dakota if there aren't any UMECRA rides anywhere close to them.



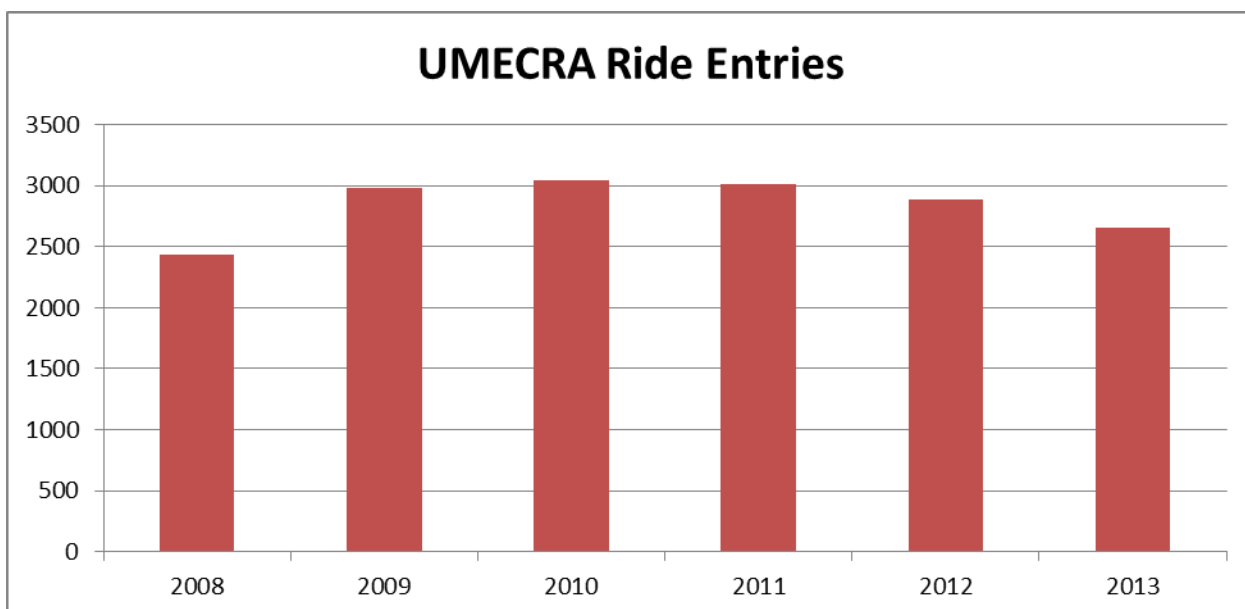
UMECRA – Market/Promotions Plan

Current industry/market situation

Membership = 585

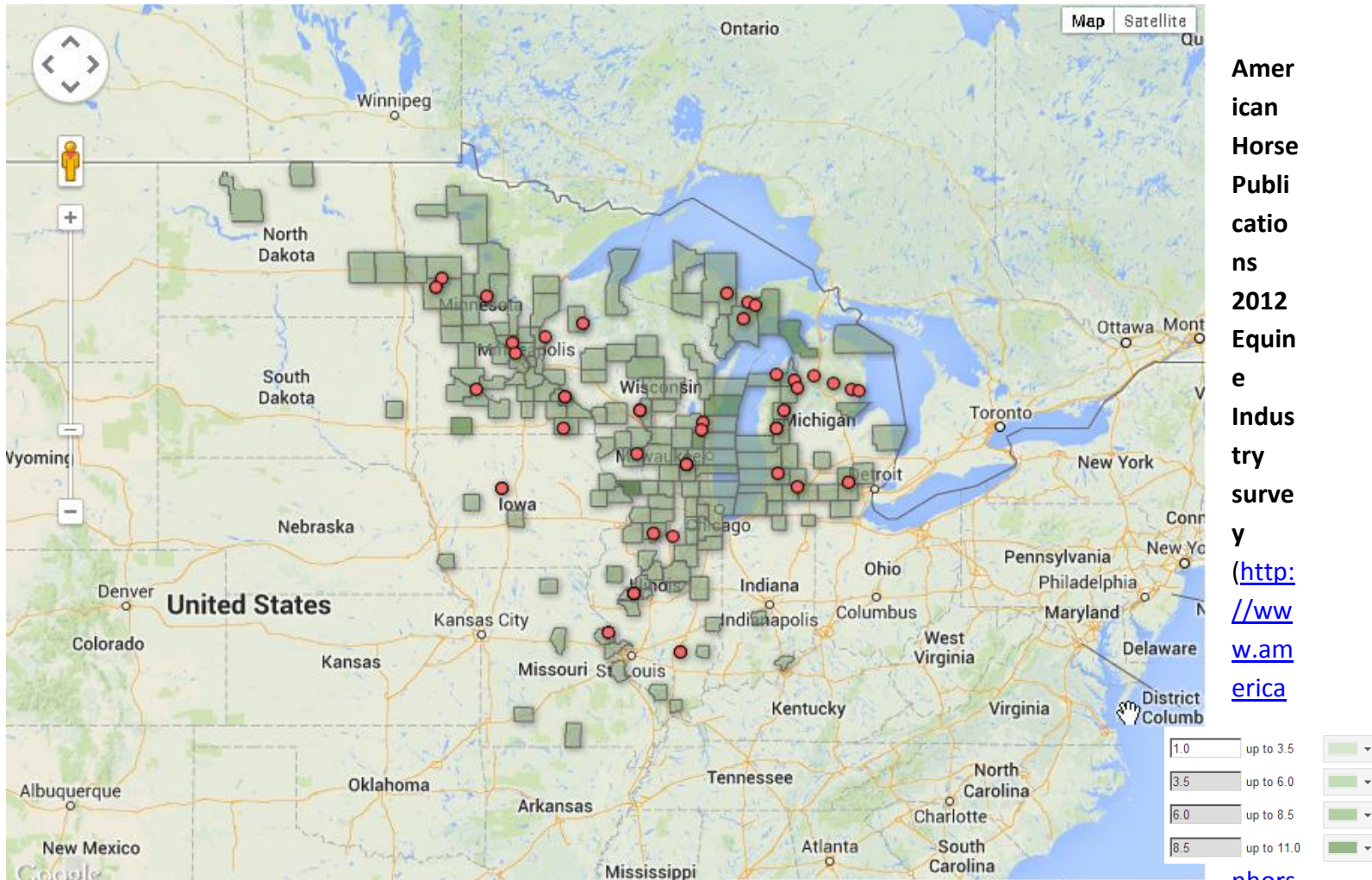


Total Ride Entries 2013 = 2651





Locations of 2013 UMECRA Members and 2013 Sanctioned Rides



American Horse Publications 2012 Equine Industry survey (<http://www.americanhorsepublications.org/resources/#Survey2012>) has a great deal of information on the overall industry and some key pieces include:

- Pleasure riders make up 50% of the respondents and 35% of people responded that they ride competitively.
- Competitors report that they attend an average of 5.4 events per year. However, the younger age groups are reporting that they expect to compete more in 2013 than in prior years.
- Endurance touches only about 5% of respondents with large potential for further growth



Goals

- Increase membership 10% by 2015 to 643
- Increase ride entries by 10% by 2015 to 2916

Actions

- Promote UMECRA with Horse Councils and Breed Organizations throughout UMECRA Territory
- Reach out to competitors in other disciplines and encourage them to try endurance
- Host rides in additional areas to encourage growth
- Maintain and build Mentor Program
- Encourage youth participation in endurance

Plan

Reaching potential new members/riders

Endurance ranks near the bottom of activities reported in the survey. In order to grow the sport we need to recruit members from other categories and maintain the members we already have.

Some of the most likely candidates where endurance may have appeal are:

- Pleasure/Trail Riders – Some may look for a faster pace ride or a trail ride with a purpose
- Breed Shows – many popular breeds have distance programs or time/mileage programs
- Breeders - some may be looking to market their stallions or breeding programs
- Combined Training (Three Day Eventing) – these horses have the stamina, may look for something without the dressage or jumping aspect as training and conditioning
- Driving – if this is a primary activity they may be looking for an additional challenge

Riders who are unfamiliar with endurance may be intimidated by the distances involved, training required, the idea of camping with their horse, travel distance to a ride, the fact that they don't know anyone, or because they aren't familiar with the rules and procedures.

How do we A) reach people and B) ease their apprehension

- Bring a friend. Most counties in UMECRA territory have less than 3 members
 - Incentive to anyone who brings a new rider to an event – could be financial or something like a chevron at year end for each new rider they bring.



- Leave behind pieces at local equestrian trails – flyers, schedules, information about what endurance is with information on finding a mentor – trail rider newsletters are a good place for articles too – TrailMeister - <http://www.trailmeister.com/> is a good example
- Links, ads, sponsorships and information at local breed shows and state fairs
- Be active members in each states horsemen's council with articles in the newsletters and on the list of upcoming events
 - Participate in state horse fairs with a booth/educational seminar/demonstration
- Youth are reporting that they own more horses and plan to compete in more events – get engaged with any youth programs and promote the sport of endurance
 - American Youth Horse Council http://www.ayhc.com/Home_Page.php
 - Presentations at 4-H groups, FFA groups, Boy Scouts, Girl Scouts etc
 - Advertisements with Arabian Horse Youth, Quarter Horse Youth, USEF Youth <http://www.usef.org/documents/Youth/RequirementsFAQsExampleLog.pdf>
 - Consider working with colleges <http://www.usef.org/IFrames/intercollegiate/Default.aspx>
- Enhance offerings on UMECRA website
 - YouTube channel – video “how-to’s” – how to vet in, how to set up ride camp, ride strategy, how to dress, how to take a pulse, etc
 - Blog – link to existing endurance bloggers – see if any UMECRA members will maintain a blog of their adventures – or a shared UMECRA Ride Manger blog
 - Link to Horse Radio Network and promote Karen Chaton's endurance radio show
- Utilizing <http://timetoride.com/> as it promotes local equestrian events and encourages people to get involved who aren't currently involved
- Offer an opportunity to ride an endurance horse – maybe a raffle or award at a horse fair or a pony club/4-H group where they can show up and ride an already conditioned endurance horse – with supervision of the owner. Puts miles on a ready to go horse and gets someone their first taste of riding
- Look for regional horse publications Central IL has two (from the horses mouth and the Hackamore) who will run press releases for free and nominal charges for other ads.
- Reach out to areas where membership is currently lower via promoting rides, hosting rides and other general awareness pieces

Other ways to reach equestrians would be other outdoor types of events. Ads and articles in outdoor magazines, promoting events with hunting dog events (field trials), hiker magazines, trail running and others. Someone in each region would need to find possible publications and research opportunities.



Maintaining Members

Survey respondents in our area attend an average of 5 competitions per year. Analysis of UMECRA ride results from the last 6 years shows that a majority of people attend only one year's worth of rides, but the longer a person stays a member the more rides they attend.

- Actively promote the mentor program.
- As RMs and riders make sure to recognize and encourage new people
- Offer good information on website/You Tube for training, ride strategies etc
- Promote "To Finish is to Win", mileage goals, etc as many people riding for the first time may not have the "perfect" endurance horse but are bringing the horse they have
- Highlight people competing on non-Arabian breeds so endurance appears more accessible to the average person

American Horse Publications 2012 Equine Industry Survey

Average number of competitions in 2012 by Zip Code Region, Income, and Age									
Zip Code Region									
0	1	2	3	4	5	6	7	8	9
5.57	5.69	5.32	5.71	5.24	4.87	6.23	7.58	8.51	7.12
Income Category									
< \$50,000	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000 - \$149,999	\$150,000 +				
4.59	5.15	5.39	5.65	6.37	6.51				
Age Category									
18 - 24	25-34	35-44	45-54	55-64	65+				
8.32	6.96	5.88	5.19	3.81	3.4				

UMECRA Rides Attended		
	Number of People	Average # of Rides
One year only	1219	1.5
Two Years	290	2.4
Three Years	165	3.2
Four Years	100	4.7
Five Years	69	4.9
Six Years	164	9.2
Total	2007	2.7



Resources

Breed Organizations Mileage Programs

- http://www.aerc.org/breed_awards.aspx
- http://distanceriding.org/index.php?option=com_weblinks&catid=41&Itemid=83

Horsemens Council Links

- IA - <http://iowahorsecouncil.org/>
- IL - <http://hci.wildapricot.org/>
- IN - <http://www.indianahorsecouncil.org/index.html>
- MI - <http://michiganhorsecouncil.com/home.htm>
- MN - <http://www.minnesotahorsemensdirectory.com/>
- MO - <http://www.mo-equine.org/index.html>
- ND – unknown
- OH – <http://www.ohiohorsemancouncil.com/>
- SD - <http://www.sdhorsefair.com/>
- WI - <http://wisconsinhorsecouncil.org/>

Sample list of Local Breed Organizations

- IL Appaloosa Horse - <http://illinoisappaloosaassn.homestead.com/HomePage.html>
- IL Paint Horse - <http://www.illinoispainthorse.com/>
- IL Saddlebred - <http://www.iaspha.com/>
- IL Walking Horse - <http://iwha.webs.com/>
- IL Morgan Horse - <http://www.mvmhc.org/>
- IL Buckskin Association - <http://www.freewebs.com/illinoisbuckskin/>
- IL Foxtrotters - <http://www.illinoisfoxtrotters.com/>
- IL Palomino Horse - <http://www.illinoispalomino.com/>
- IL Arabian Horse - <http://www.aha11.com/>
- IL Pinto Horse - <http://www.illinoispinto.com/>
- IL Quarter Horse - <http://www.ilqha.com/>
- Land of Lincoln Quarter Horse - <http://www.ilqha.com/>
- IL Paso Fino - <http://www.ozarkempirepfha.org/>
- IL Draft Horse & Mule (is there a better mule association?) - <http://www.idhma.com/>
- IL Thoroughbred - <http://itbof.net/>
- IL Spotted Saddle Horse - <http://www.sshai.com/>

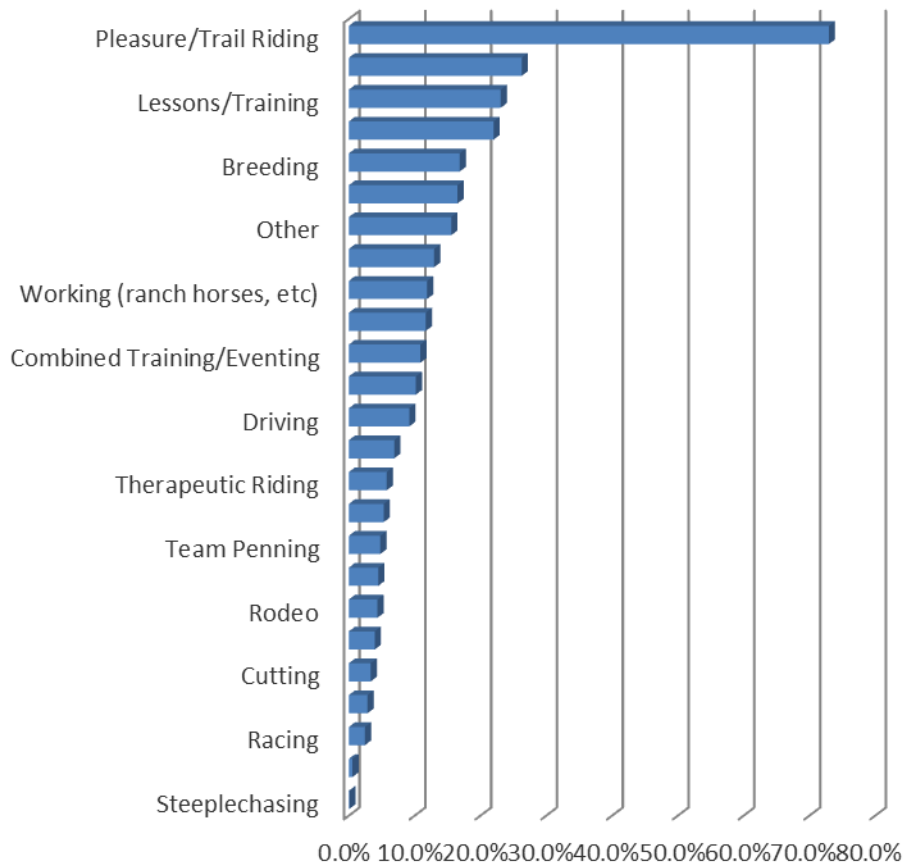


American Horse Publications 2012 Equine Industry Survey Charts

Zip Code Region	Zip Codes Included	States Included
0	00000-09999	CT, MA, ME, NH, NJ, RI, VT
1	10000-19999	DE, NY, PA
2	20000-29999	District of Columbia (DC), MD, NC, SC, VA, WV
3	30000-39999	AL, FL, GA, MS, TN
4	40000-49999	IN, KY, MI, OH
5	50000-59999	IA, MN, MT, ND, SD, WI
6	60000-69999	IL, KS, MO, NE
7	70000-79999	AR, LA, OK, TX
8	80000-89999	AZ, CO, ID, NM, NV, UT, WY
9	90000-99999	AK, CA, HI, OR, WA



How do you use your horses?



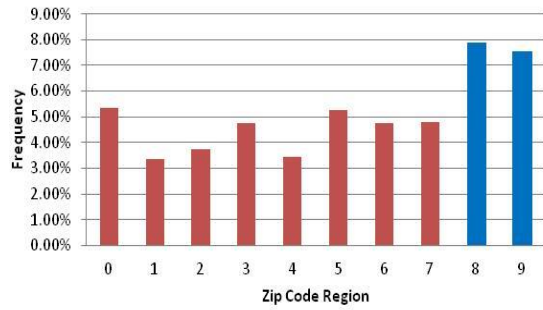
Use of Horses, From Most Frequent to Least Frequent, by Zip Code Region

Zip Code Region									
0	1	2	3	4	5	6	7	8	9
Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail	Pleasure/Trail
Dressage	Dressage	Dressage	Dressage	Dressage	Lessons/Training	Lessons/Training	Breeding	Natural	Dressage
Lessons/Training	Lessons/Training	Lessons/Training	Natural	Lessons/Training	Natural	Natural	Working	Working	Lessons/Training
Natural	Hunters	Natural	Lessons/Training	Natural	Breeding	Dressage	Natural	Lessons/Training	Natural
Hunters	Natural	Hunters	Breed Shows	Breed Shows	Natural	Breeding	Breed Shows	Breeding	Breeding
Jumpers	Breed Shows	CT/E	Breeding	Breeding	Breed Shows	Breed Shows	Dressage	Dressage	Working
CT/E	Breeding	Jumpers	Hunters	Hunters	Barrel racing	Barrel racing	Lessons/Training	Breed Shows	Breed Shows
Breed Shows	Jumpers	Breeding	Jumpers	CT/E	Working	Working	Barrel racing	Barrel racing	Jumpers
Driving	CT/E	Breed Shows	Barrel racing	Jumpers	Driving	Driving	Rodeo	Reining	Driving
Breeding	Driving	Foxhunting	CT/E	Driving	Jumpers	Hunters	Roping	Hunters	Hunters
Foxhunting	Foxhunting	Driving	Working	Barrel racing	Hunters	CT/E	Reining	Endurance	CT/E
Endurance	Barrel racing	Barrel racing	Driving	Therapeutic	CT/E	Jumpers	Jumpers	Roping	Barrel racing
Therapeutic	Therapeutic	Working	Therapeutic	Reining	Reining	Reining	Hunters	Jumpers	Reining
Barrel racing	Reining	Therapeutic	Endurance	Working	Rodeo	Roping	Cutting	CT/E	Endurance
Team Penning	Working	Endurance	Reining	Saddleseat	Therapeutic	Rodeo	Team Penning	Driving	Team Penning
Working	Racing	Reining	Foxhunting	Team Penning	Roping	Therapeutic	CT/E	Team Penning	Therapeutic
Saddleseat	Team Penning	Racing	Saddleseat	Racing	Team Penning	Endurance	Therapeutic	Rodeo	Cutting
Reining	Endurance	Roping	Roping	Endurance	Endurance	Team Penning	Driving	Therapeutic	Roping
Racing	Rodeo	Saddleseat	Rodeo	Foxhunting	Cutting	Saddleseat	Endurance	Cutting	Rodeo
Roping	Saddleseat	Team Penning	Team Penning	Rodeo	Saddleseat	Cutting	Racing	Foxhunting	Saddleseat
Cutting	Roping	Rodeo	Cutting	Roping	Racing	Foxhunting	Saddleseat	Saddleseat	Racing
Polo	Cutting	Cutting	Racing	Cutting	Foxhunting	Racing	Foxhunting	Racing	Foxhunting
Rodeo	Polo	Polo	Polo	Polo	Polo	Polo	Polo	Polo	Polo
Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing	Steeplechasing

The table above identifies the ranking of uses of horses by frequency for each zip code region. Pleasure/trail riding is the #1 activity in all regions. Dressage is the #2 activity in 6 of the 10 regions.



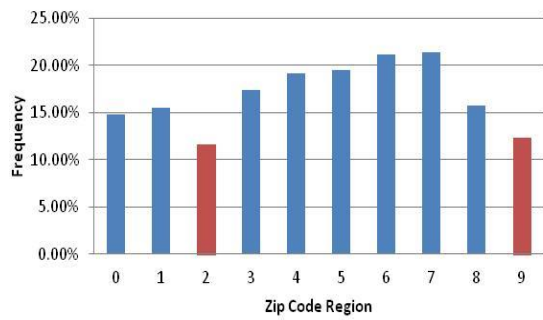
Endurance



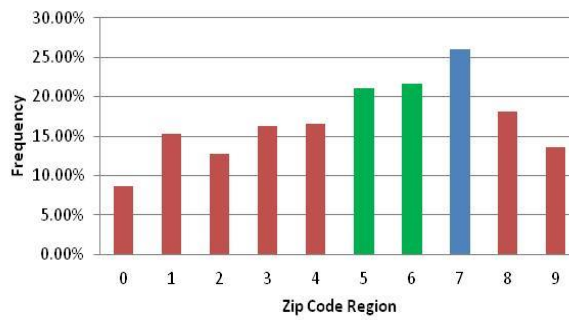
Pleasure/Trail Riding



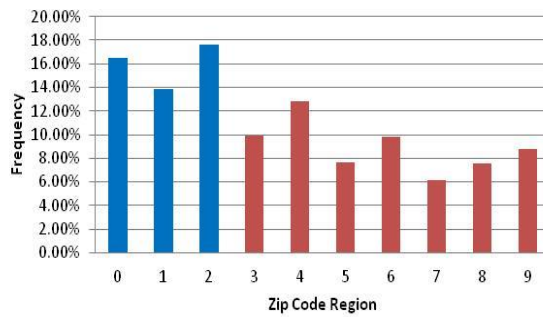
Breed Shows



Breeding



Combined Training



Driving

