



2011 CLD Officers' Reports

President's Report

Without numbers, our club has less influence for good in the world of dressage. I am sad to report membership fell from 108 in 2010 to 93 in 2011.

The club continues fulfilling its educational purpose by holding two symposiums at StarWest, Col. Christian Carde in May, and Sarah Geike in November. The addition of lunch and lecture in the mid day has increased auditors. Two youth clinics, subsidized by the club to encourage those under 21 to begin their long process of dressage education, were held in 2011, one in April with Melanie Michalak at Pratense Farms and one in July with Amanda Johnson at Tower Hill Equestrian Center. A third youth/AA clinic is scheduled with Emily Wagner for December. A show prep/scribing clinic was held in April in conjunction with ARAB, Inc. to add to the pool of scribes needed for area competition.

Four shows, two schooling, IceBreaker in April and FireCracker in July, and two rated, Classic I and II in August, have graced our calendar. All four were financially successful. CLD approval was again granted to a schooling show in Chrisman at Merri Voigt's.

One clinic grant was awarded this year to Chrissie Simpson to enable her to ride with Wolfgang Scherzer. You can read about what she learned in this month's Reader. The Board is still continuing its 18-month search to for a charity to share labor and profit from the Classic shows.

Of the 22 ideas proposed in my first President's letter in January 2010, 21 have been accomplished during the last two years. Only the preparation of an officer's handbook to enable newcomers to the board to know the duties of a particular office is as yet undone. I will continue to work on that and the celebration of our 40th Anniversary in 2012.

Look forward to Anniversary cake at our shows, special clinicians, and a wonderful movie of our history and people at next year's Awards Banquet. Please let me know if you have pictures and videos for the film Anne Scrivner has agreed to edit. Also needed are names and addresses of old members who perhaps have moved or no longer have horses. We are particularly interested in inviting the charter members to dinner on November 12, 2012, as guests of CLD. Ideas and volunteers cheerfully accepted.

Alice Martin, President

Awards

I received 50 results that were eligible and 4 that did not qualify plus one request two weeks after the closing. This year in addition to the plates, we are offering one saddle pad at each level of the recognized division for training through grand prix.

All awards have been picked up and certificates are being printed.

Marilyn Weber, Awards Chairman

Charity Committee Report

Goal: Select a 'partner charity' in which a selected CLD show would provide a designated portion of the net proceeds to a charity who would, in turn, provide volunteers for the specified show.

Recap: A variety of charities were reviewed and discussed at several of the CLD board meetings. After much review and discussion, it was decided to visit Refuge Ranch and get to know them better. The CLD members that visited the ranch were very impressed with the facility. It was well thought out, organized and maintained. The volunteers were enthusiastic and well informed. Alice spent time with Chris Daniels, asking questions and gathering additional info about the facility, their goals and mission.

Results: Our visit was shared with the Board, who is also enthusiastic about partnering with Refuge Ranch. A tad more research needs to be done, the terms established and concurrence acquired by all parties.

Future: The decision will be forthcoming from a future board meeting. The decision will lay the ground work for the next steps for this effort.

Leslie Burket

Classic I & II Rated Show, August 27 - 28, 2011

There were 123 rides entered Saturday and 115 rides entered Sunday, with 116 actually ridden on Saturday and 100 actually ridden on Sunday. There was a total of 73 horse/rider entries, with 17 of them Junior or Young Riders. 238 Tests were used. The total entry revenue was \$24,049.00, Expenses were \$20,613.67.

Jeanne Craver, Secretary

Facebook

We now have 157 friends, 84% being female and the remaining 11% male. The majority of the members are between the ages of 18-24 (20%) as well as 45-54 (19%).

Overall there has been an increase in individuals viewing the page over last year (5%).

Jordan Meadows, FaceBook Co-ordinator

FireCracker Schooling Show, July 2, 2011

There were 36 rides entered with 30 actually ridden. There was a total of 17 horse/rider entries, three Juniors and 14 Adult riders. The total entry revenue was \$593 and we collected two new member fees. Twenty-nine ribbons were awarded in 16 classes: 12 - 1st, 6 - 2nd, 5 - 3rd, 2 - 4th, 2 - 5th, 2 - 6th. Thirty tests were used. We were fortunate to have a donation of two sets of polo wraps from Kathi Cannon and thus has no expenditure for prizes.

Income : \$593

Expenses:

Judge	\$150.00
Holy Land Diner	\$50.00
Prizes	0
Tests	\$1.50
Ribbons	\$39.44
Net Income:	\$352.06

Jan Gurga & Julie Nichols, Co-Managers



Grassroots Coordinator Report

As Grassroots Coordinator this year, my primary focus was continuing our efforts of increasing the awareness of CLD in Champaign-Urbana and the surrounding areas. Additionally, there are a number of individuals who once belonged to CLD, but for various reasons are no longer members. My goal was to coordinate and/or host events that would energize enthusiasm in CLD and its mission.

Last year I coordinated a CLD sponsored clinic at Oak Hill Farm (Terri Stark’s farm in St. Joseph, Illinois), and my hope was to be able to coordinate another similar clinic in 2011. Unfortunately, I wasn’t able to coordinate a clinic prior to my move to Springfield in September. My goal these past couple of months has been to find a willing person in the Champaign-Urbana area to volunteer as the Grassroots Coordinator so that we can continue our efforts there. I have contacted several individuals in Champaign-Urbana, but I haven’t located anyone willing to take on this role.

I will continue efforts to locate someone in the Champaign-Urbana area, but I know that with some advance planning/preparation, I can still work with Terri Stark and host some CLD clinics at her farm.

Kelly Griffith



IceBreaker Schooling Show, April 16, 2011

There were 47 rides entered with 37 actually ridden. A total of 19 riders entered 20 horses. There were 12 Junior Riders and 7 Senior riders. (Sr sounds old, let’s call them over 21). The total from the entries was \$629.00 and we added one new member. Thirty-seven ribbons were used. 11 – 1st, 10 – 2nd, 6 – 3rd, 5 – 4th, 4 – 5th, 1 – 6th. Forty-seven tests were used.

Total from entries	\$629.00	Income	Expenses
Judge			\$225.00

Holy Land Diner	\$ 58.00
Prizes	\$ 18.50
Tests	\$ 2.35
Ribbons	\$ 50.32

Total Profit of \$291.83

Susan and Amanda Graham, Co-Managers

Inter-Club Liaison Report

Goal: Open up a line of communications with other GMO clubs to foster sharing of information and collect demographic information.

Recap: As with any dynamic position, there was a fair amount of updating as all clubs have new officers and contacts. All was updated and communications set in place with the new club officers. Updated leadership welcomed the infusion of new contacts and an avenue with which to expand their audience as well as increase their opportunities for shows and clinics.

Results: The concept, to share of information about upcoming club events, shows dates, clinics, education opportunities and newsletters, has proven successful, from a grass roots perspective. Adding the shared information to the websites and newsletters of each club has opened the window for a variety of opportunities.

Below are the seven clubs with which communications are currently maintained. Next year, I would like to add several more clubs, based on their distance from Springfield.

IDCTA - IL Dressage & CTA
Little Egypt Dressage Association
Great River Classical Horsemanship Association
SLADS - St. Louis Area Dressage
Michiana Dressage Club
The Dressage Company
Wisconsin Dressage & CT

CLD maintained open communications and calendars with these clubs, sharing information about three additional major events.

Col. Christian Carde clinic – June

Centerline Dressage Classis I and II - August

Col. Christian Carde/Sarah Geikie clinic and lectures – November

Future: The hard work and research has been completed and communications established. The future focus of this position will be to continue to build the level of communications with the clubs as well as to encourage all clubs to share, and take advantage of, shows, clinics, forums and symposiums sponsored by other clubs. This could involve co-sponsoring, sponsorships, volunteering and physical participation.

Leslie Burket

Newsletter Editor Report

I assumed the duties of Editor beginning with the April issue as Kelley Clausing resigned to continue her higher education.

So far we have published eight Readers for 2011: February, April, May, July, August, September, October, November. Much of the information that was submitted for the issues were from sources such as the USDF, USEF, CLD members, the internet and various other resources.

Kathi Cannon, Newsletter Editor-in-Chief

Safety Co-ordinator

Prior to the 2010 show season, in accordance with USEF rules, Anne Scriver became the first CLD safety coordinator. With Anne assuming the position of Membership Secretary for 2011, I became the next safety coordinator.

A notebook containing a comprehensive accident preparedness plan, a shorter version of the plan to go out on the clipboards of ring stewards and scribes, maps of the show site, driving directions to show, to the trauma hospital, and to the closest animal emergency medical facilities, and signs and badges to help competitors identify show staff members was available.

I provided a copy of the plan to the TD and held a brief meeting with staff to exchange phone numbers and to make sure everyone was aware of the plan on the day of the show.

We did have two mishaps at Classic I. Two riders was unseated during their tests in the indoor ring. The first rider was able to get up and walk out of the ring. She refused any treatment. The second rider needed to be evaluated by the EMT at the scene. She was walked out of the ring by the EMT and her trainer. Her horse was uninjured. She voluntarily went to Memorial Medical Center where she was evaluated (and had a C-T scan) and was released. The TD filed a report and informed the rider of the need to obtain a medical release before her next ride.

The remainder of the season was thankfully uneventful.

Kathi Cannon, Safety Co-ordinator

Scholarship Report

In September, the committee, myself, Alice Martin and Marilyn Weber, voted to award Chrissie Simpson \$260 to attend a clinic with Wolfgang Scherzer. Chrissie has written a summary of the clinic for the November Reader to share her experience with fellow members.

Janet Fitch, Scholarship Chair

Secretary's Report

Minutes from the Board Meetings are printed in each issue of the Newsletter. The Secretary keeps a notebook of printed minutes which will be handed on to each new Secretary who serves on the Board. Any CLD member is welcome to see this notebook.

The ballot for the election of Board members was prepared and distributed in October 2011. Election results: Paula Briney, Katie Keim, Judy Nordstrom, and Nancy Simpson were elected to the Board for the term November 1, 2011 through October 31, 2013.

Nancy Simpson, Secretary

Symposium Committee Report

On March 26th, Gerhard Politz gave a lecture for CLD members on the progression of dressage. On April 29-May 1, we had a very successful CLD Symposium with Col. Christian Carde. This event drew some new people to audit and was enjoyed by all who participate. On July 3, Amanda Johnson gave a youth clinic at Tower Hill that was filled primarily with youth riders.

On November 11-13, CLD's Annual "Education Days" will take place. Sarah Geike will be the instructor. She will teach at StarWest with the popular luncheon lectures format for auditors and riders. Unfortunately, Col. Christian Carde, who was scheduled to give this Symposium, fell ill and is unable to travel at this time. Sarah kindly stepped in at last minute.

An Emily Wagner clinic for Youth and Amateur Adults has been proposed for next spring as well as a Melanie Michalak clinic for CLD youth in conjunction with the Sangamon Valley Pony Club.

Kate Fleming-Kuhn, Symposium Chairman

Treasurer's Report

All 2011 shows made a little profit.

IceBreaker Income \$661.00	Expenses \$392.67
FireCracker Income \$592.00	Expenses \$298.01
Classic Income \$24,049.00	Expenses \$20,613.67

The Col. Christian Carde Symposium broke even and made a little money due to auditing and meals. The deliberately subsidized Amanda Johnson Clinic allowed Jrs. and Adult Amateurs to ride with her at a discounted rate.

Beginning Balance \$9,302.26
Ending Balance \$13104.63

Marie Meadows, Treasurer

Vice-President 's Report

This was my first year serving on the CLD Board. I hosted the 2011 Christmas party at my home which was a nice way to get to know some of the other board members, old and new.

I shadowed Sue Graham at the 2012 Icebreaker show held on April 16th at Star West which was a typical wet and rainy day. There were a total of 42 rides.

On July 14th 2012 I was show manager for the Firecracker schooling show which had a total of 43 rides. Revenue generated was \$117.81. Melanie Michalak was judge and gave a clinic on Sunday that focused on musical freestyle of which I attended. Managing Firecracker was good experience and gave me a new appreciation for show managers and show secretaries.

I attended most of the monthly board meetings.

I designed and produced the invitations for the 2012 CenterLine Dressage awards banquet which is also our club's 40th anniversary.

I look forward to serving a second term as Vice President and working with the other members of our board in hopes of having many more years of success for CLD.

Judy Nordstrom, Vice-President



Volunteer Coordinator

For the 2011 CenterLine Classic held August 27-28 at the Illinois State Fairgrounds, we needed 44 four-hour shifts to fill our volunteer positions: four ring stewards, two runners, three scorers, and two scribes simultaneously, and one hospitality chair to help the judges. Twenty-four people filled the 44 four-hour shifts over the two days.

Deb Porter



Webmaster Report

The CLD Website and accompanying newsletter continues to be a popular resource for dressage enthusiasts.

Site Costs:

Total costs to CLD Nov. 1, 2010 to Nov. 1, 2011. Please note that hosting costs to Yahoo.com are down by \$35.85 from what was reported on the annual report from last year. This was a clerical error on my part on the report only, not on what was billed to the club. Because of the odd billing cycle that Yahoo is on an additional charge was added to the Hosting Costs show in last years report.

Total costs to CLD Nov. 1, 2009 to Nov. 1, 2010.

Hosting Costs (Yahoo.com)	\$143.40
34.68 billable hours (less 15% discount)	\$433.54
Totals	\$576.94

Traffic & Referrals

As in previous years, the CLD website gets its highest level of traffic around the time of CLD Classic I & II. The most visited pages on the site, in order:

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|-------------------------------|---------------------------|
| 1. Home Page (News) | 6. Calendar |
| 2. Results | 7. Calendar |
| 3. Downloads | 8. Contacts |
| 4. Letters from the President | 9. Bill Schomburg Tragedy |
| 5. Shows | 10. Links |

Visitors come to CLD from various places, in order of traffic:

- | | |
|--|-----------------------------|
| 1. Google | 6. StarWestOnline.net |
| 2. Email Newsletter | 7. Yahoo.com |
| 3. Directly (bookmark, or typing in address) | 8. State of IL, Dept. of Ag |
| 4. Bing.com | 9. SLADS |
| 5. FaceBook | 10. USDF |

We enjoyed growth on the website over the previous year.

E-mail Update Newsletter

On October 12, 2009 we started using the current system (provided free from Mailchimp.com) to send out the email update newsletters. From then until Nov. 1, 2011 we've had ten people unsubscribe and we've grown from 126 recipients to 169. These emails go to all members with email as well as any non-member who wishes to sign up for the free newsletter.

Date Range	Total # of Visits Up
Returning Visitors	
2010 - 2011	34%
2009 - 2010	33%
New Visitors	
2010 - 2011	19%
2009 - 2010	14%

Future of CLD Online

At the March 13, 2010 executive board meeting, the board unanimously authorized the spending of an additional \$30 to get templates needed to completely overhaul the look and feel of the website as well as to add search capabilities to the site. This long delayed effort is being planned for implementation during the winter of 2011/2012.

Youth Report

The subsidized July 3, 2011 Clinic with Amanda Johnson was a success with a full clinic of eight riders. All of the youth I spoke to were very happy with their lessons and would love to have her back again sometime next year.

Jayne Geisler