



2012 CLD Officers' Reports

President's Report

Membership numbers continued to fall in 2012. We finished 2012 with 88 members, down from 93 in 2011 and 108 in 2010. The Board will focus on increasing membership and member participation in 2013.

For a club our size, we do provide access to some amazing clinicians. In the past 12 months Sarah Geike (FEI "C" judge), Col. Christian Carde (FEI judge and former Director of the French National School at Saumur,) and, coming next weekend, Cindy Ishoy (multi-Olympic competitor) have all been sponsored by CLD. Once again we subsidized a Youth Clinic, and invited some of the Pony Club members to join us. The clinician was Melanie Michalak, held at Pratense Farms in July.

We held two schooling shows and two rated shows (Classic I and II). All four of these shows made a profit. Classic was 30 years old in 2012! We bring some of the best judges in the country to this show, and we do it to provide our members with the opportunity to not only earn scores for annual USDF standings, but also to learn from the comments made by the judges. For example, the following have been Classic judges: Marlene Schneider, Gary Rockwell, Arlene Rigdon, Kay Meredith, Michael Kirkegaard, William Solyntjes, Debbie Riehl-Rodriguez, Fran Dearing - - naming only those from the past 5 years or so. Showing at rated shows is very expensive, by providing two rated shows at the State Fairgrounds, our members save money in hotel bills and hauling expenses.

In March, CLD members enjoyed a bus trip to see Cavalia in St. Louis. The last time we undertook such a field trip was Nov. 2005 when the Spanish Riding School toured the U.S.

I believe 2013 will bring some challenges to our club, as we struggle to keep/add sufficient members. Those of us who have been a part of CLD for twenty, thirty, or forty years look forward to passing along some of the knowledge we've gained (or, I say with a chuckle), at least think we've gained, to our incredibly talented younger members.

Nancy Simpson, President



40th Anniversary Chairman Report for 2012

The Anniversary year has arrived. Although preliminary planning began in 2010, this past year, starting November 2011, has featured a 40th Anniversary Report in each issue of the Reader. These eleven reports with photos have reviewed the origin of the club, some key members of the club, instructors over the years, the Chapter system, shows and Horse Fair.

Board Members Nancy Simpson and Janet Fitch joined the committee at the onset. Janet Fitch and Terri Elsesser Stark helped with rounding up early members of East Chapter for invitation to re-join and to attend the 40th Anniversary Banquet on November 10. Remembering the beautiful flowers Debbie Baird arranged for the 2001 Regionals, Deb was asked and agreed to do the table decorations for the banquet.

CLD Member Susan Edwards helped us celebrate our anniversary with a special edition of SVF water bottled with our logo. Members enjoyed this special treat at the exhibitors dinner on Saturday night of Classic.

Anne Scrivner volunteered in mid 2011 to edit pictures and video clips to produce a movie for the 40th Anniversary Banquet. Former member and now member again, Connie Wilson came on board to help this fall to assist in the last minute flurry of production. Martin Kuhn helped with much scanning of photographs.

Alice Martin, Chair of the 40th Anniversary Committee
Janet Fitch, Committee Member
Nancy Simpson, Committee Member
Debbie Baird, Floral Arranger
Anne Scrivner, Film Editor
Colleen Wilson, Film Assistant



Awards

I received 48 horse/rider results that were eligible and two that did not meet the requirements. Those two did not respond to requests for additional information. The plates and saddle pads were obtained for use at the Awards Banquet.

Marilyn Weber, Awards Chairman



IceBreaker Schooling Show, April 28, 2012

The 16 riders entered 18 horses. Four of the riders were Juniors riding 11 rides. There were a total of 42 rides entered with 4 scratches, 1 elimination and 1 Hors Concours. 36 ribbons were awarded. The High Point Jr was Jayme Geisler and the High Point Training Level Test was Lisa Lehr. The judge was Lorna Donahue. The show made a profit of \$116.43.

Sue and Amanda Graham, IceBreaker Co-Managers

FireCracker Schooling Show, July 14, 2012

There were 21 entries resulting in 44 rides. The show made a profit of \$117.81. There were rides from Intro A through Third Level Test 3, including one musical freestyle. The judge was Melanie Michalak.

Judy Nordstrom, FireCracker Manager



Inter-Club Liaison Report

The goal is to open up a line of communication with other Group Member Organization (GMO) clubs to foster sharing of information and collect demographic information.

As with any dynamic position, there was a fair amount of updating as all clubs have new officers and contacts. Show dates, clinics, other education opportunities and newsletters are shared. Information has been added to club websites. The six clubs with which communications are currently maintained are: Illinois Dressage & CTA (IDCTA), Great River Classical Horsemanship Association, St. Louis Area Dressage (SLADS), Michiana Dressage Club, The Dressage Company, and Wisconsin Dressage & CT.

The future focus of this position will be to continue to build on this communication and to encourage more sharing and taking advantage of shows, clinics, forums, and symposia sponsored by other clubs.

Leslie Burket, Inter-Club Liaison



Membership Report

We will finish the year with 88 members. Because our membership numbers are going down, the Board will be looking at ways to attract new members for 2013.

Anne Scrivner, Membership Secretary



Newsletter Editor Report

In CLD's 2012 year eight Readers were published. The information that was submitted for the issues were from sources such as the USDF, USEF, CLD members, the internet and various other resources.

We currently have 197 "friends" on the CLD Facebook page. This has increased from around 150 a bit over a year ago. The subject matter on the Facebook page pertains to CLD events and various training information links from the USDF and other dressage webpages.

Kathi Cannon, Newsletter Editor-in-Chief



Scholarship Report

This year CLD awarded only one scholarship. The Scholarship Committee supported Jayme Geisler with a CLD Clinic Participation Scholarship of \$40, the subsidized amount for juniors to ride, with Melanie Michalak.

There were no further applications for fiscal 2012.

The chair suggests a review of CLD's scholarship offerings in the coming year to determine whether we should adjust our offerings in light of the recent history of applications, or rather the lack thereof.

Janet Fitch, Scholarship Chair



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



Webmaster Report

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

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:

- | | |
|---------------------|---------------|
| I. Home Page (News) | III. Shows |
| II. Results | IV. Downloads |

- V. Calendar
- VI. Contact
- VII. Links

- VIII. Reader
- IX. Horse Fair
- X. Letters from the President

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

- I. Direct (via bookmark/typing address)
- II. Google
- III. Email Newsletter
- IV. Dressageboard.com
- V. Bing
- VI. Yahoo.com
- VII. Horsegroomingsupplies.com
- VIII. SLADS
- IX. FaceBook
- X. StarWest Online.net

Traffic was down slightly year over year. But the percentage of new visitors in 2012 was up noticeably from 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 November 1, 2011 to October 31, 2012 we've sent out 27 email newsletters. After a major culling of people from the email list that were not opening the mailings, our numbers were cut from 180 to 96. As of Oct. 31, 2012 the list stands at 100 members actively reading the updates.

Date Range	Total # of Visits
Returning Visitors	
2011 - 2012	45%
2010 - 2011	64%
New Visitors	
2011 - 2012	55%
2010 - 2011	36%

Future of the CLD Website

As we look at the future viability of CLD and reflect on the impact of my updated rates on CLD's financial and long term viability, we see an impasse. From the beginning of the CLD Web site (2009) I have done many web site related activities gratis. At that time I was providing my services at \$12.50 an hour with a discount on top of that of 15%. Not passing any of my rate increases over the years on to CLD, in April of 2012 I finally brought CLD's rates up to my standard rate, a regional average for website work.

In 2012 I started to track all of the hours spent maintaining the site including the non-billed hours. I will continue, at the pleasure of the board, to track my hours and adjust the number of non-billed hours to better align with the club's financial situation from the perspective of a member rather than a business owner.

Martin Kuhn, Webmaster

Secretary's Report

Minutes from each Board meeting are printed in the newsletter. The Secretary keeps a notebook of printed minutes which will be passed on to the next new Secretary elected by the Board. Any CLD member is welcome to see this notebook.

The Secretary is also responsible for the preparation of the ballot and the tallying of results. This year, twenty four votes were cast. Twenty were by E-Mail, three by mail, and one in person. There were no write-in votes.

Deb Porter, Secretary



Treasurer's Report

Net Income/(Loss) as of October 29, 2012			
	2012	2011	% Δ
Classic net income	\$3,288.12	\$3,413.48	-4%
IceBreaker net income	\$166.43	\$241.39	-31%
FireCracker net income	\$117.81	\$315.85	-63%
Net membership income	\$868.00	\$1,550.00	-44%

Balance Sheet as of October 29, 2012			
	2012	2011	% Δ
Total Bank Balance	\$13,852.33	\$14,622.87	-5%
Total CD Balance	\$25,237.73	\$25,163.33	0%

One Time Special 2012 Events:

Dressage Foundation Cheryl Finke Fund income: \$3,902.96
 Dressage Foundation 40th Anniversary Donation: \$4,000.00

Katie Keim, Treasurer



Symposium Committee Report

On November 16-18, CLD's Annual "Education Days" will take place. Cindy Ishoy will teach at StarWest. For the 2012 "Education Days" on Nov. 16-18. We are always hoping to draw a nice group of auditors as well.

On October 20th, Col. Christian Carde gave a lecture for CLD members on the progression of dressage. Plans for the 2013 Fall Education Days are in the works. We will have Christoph Hess, an FEI "I" judge who has been awarded the title of awarded him the title of Professional Riding Instructor, which indicates he is an international expert and educator of professionals.

Kate Fleming-Kuhn, Symposium Chairman



Volunteer Coordinator

This position is responsible for organizing volunteers needed for Classic. Typically, the following are needed: Ring Stewards (4 at a time), Runners (2 at a time), Scorers (3 at a time), Scribes (2 at a time), Hospitality Chairman (1 person). Each time slot is for a 4 hr. period; 44 time slots need to be filled. Total number of volunteers in 2012 was 24.

Deb Porter, Volunteer Coordinator

