



2013 CLD Officers' Reports

President's Report

Our 40th Anniversary celebration at the 2013 Annual Meeting and Awards Banquet was quite lovely.

The audience enjoyed the presentation of pictures and video clips portraying members and horses from throughout CLD's history. Because the committee took extra care with the flower arrangements, door prizes and favors, and special cake, our room at Illini Club was especially pretty..

Now, as we have just completed our 41st year, we continue to work on increasing membership and providing programs and shows. Our numbers increased slightly from 88 to 95.

The Board developed a policy for subsidizing clinics. The first one, which was held at Pratense Farm in April, was conducted by Melanie Michalak. It was a joint CLD – Pony Club venture which CLD subsidized for young riders and adult amateurs. We picked up several new youth members by sharing this clinic with Pony Club. Melanie exposed the riders to musical freestyle which was lots of fun for all.

The Board sent out a Membership Survey in February 2013, requesting input for programs and volunteers for specific projects. Several members indicated willingness to host a social event and to volunteer at IceBreaker, Firecracker, and Classic.

We designed a new logo for CLD clothing and have begun to sell several styles of shirts, sweatshirts, hats and visors. Terri Zeal volunteered to handle clothing this project.

Challenges for 2014 include:

- training scribes (we had difficulties finding enough scribes to work at Classic)
- finding a crew willing to learn how to set the rings for Classic
- the current crew has retired keeping or increasing membership

Happily, Classic continues to make a profit for the club. Without that we would not be able to subsidize clinics and the Banquet, donate money to USDF (\$500.00 for the convention which is in our Region this year) or The Dressage Foundation, defray some clinician expenses, send a delegate to the USDF Convention, or provide awards.

Nancy Simpson, President



Awards

We had 48 horse and rider combinations send in results in 2013. The Awards program was changed so that now three placings are awarded. We have 29 first place, 14 second place, and 5 third place awards this year.

The Awards program is explained in the CLD Handbook which is on our website.

Marilyn Weber, Awards Chairman



Classic Show Report

2013 Classic was held on Aug 24 & 25 with judges who were both new to Classic, Elizabeth Madlener & Joan Humphrey. The show had 76 horses from 4 states attending. 250 rides were scheduled with 229 actually ridden from Training through Gran Prix. We once again had a Friday evening buffet that was well attended by exhibitors & friends. This year we switched to an "ice cream social" for Sat afternoon which was supplied and staffed by Kim Jones and family & friends. This idea seemed to be a winner for future years. The net revenue for 2013 was over \$3,000. Exact amounts are always difficult because we pay ahead some expenses and some club expenses are pro-rated by the various shows. For 2014 the dates are Aug 23 & 24 with Arlene Rigdon and Pamela Wooding as judges.

John Simpson, Classic Manager



IceBreaker Schooling Show • April 20, 2013

Unfortunately, we had to cancel this show due to the heavy rainfall received in the days preceding the show. Sue and Amanda Graham had received 36 ride entries and 4 new memberships prior to the cancellation. Judge Melanie Michalak still came for the clinic which was scheduled on the day after IceBreaker, and generously waived her judging fee.

Sue and Amanda Graham, IceBreaker Co-Managers



Vice-President & FireCracker Schooling Show Report

This was my second year serving on the CLD Board. On July 6, 2013, I was Show Manager once again for the FireCracker Schooling Show, which had a total of 23 rides. Revenue generated was \$117.81 (which ironically was the exact income as last year's FireCracker). Lisa Holderle was judge for the half day show.

I attended many of the monthly board meetings; I designed and produced the invitations for the 2013 CenterLine Dressage Awards Banquet.

I have agreed to host the 2013 Christmas Party on December 14th.

I look forward to serving as President of CLD in 2014 and working with the other members of our board in hopes of having many more years of success for CLD.

Judy Nordstrom, Vice-President and FireCracker Manager



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 as 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.

This year we are missing two of our former 'partners'. Lincoln Trails and Little Dressage are no longer viable GMOs with USDF. Also, some simple membership metrics were collected.

Below are the six 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	membership increase
Great River Classical Horsemanship Association	membership decrease
SLADS - St. Louis Area Dressage	membership increase
IDS – Indiana Dressage Society	membership increase
Michiana Dressage Club	membership increase
The Dressage Company	membership decrease

Collectively, the average membership increase was 29.5%.

Collectively, the average membership decrease was 26%.

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, Inter-Club Liaison



Membership Report

We finished 2013 with 95 members, up slightly from the 88 we had in 2012.

As a GMO member within the US Dressage Federation, CLD must send the Federation \$20.00 for each individual / primary or youth member, and \$10.00 for supporting family members.

A membership survey was done in February 2013 to request feedback on programs and to request volunteers for various projects.

Kelly Griffith, Membership Chair



Newsletter Editor Report

In 2013 as of 11/7/13 there were 9 issues of the Reader with a November reader being prepped and plans for a December Reader to go out also.

Sources were used for articles appearing in the Reader were as follows:

USDF was used as a resource at least four separate times

TDF was used as a resource at least five separate times, The November 2013 newsletter consists almost entirely of Information from TDF

There was one article by Nancy Kotting re-printed in the Reader

Nancy Simpson wrote a presidents letter in every edition of the reader in 2013

Articles were written by CLD members: Alice Martin wrote one article that was split into two newsletters; Jamie Geisler wrote a clinic review that was published in the Reader; Leslie Burket wrote one article that was split into two newsletters; Rachel Boyce wrote two articles for two separate readers; Lorna Scheuermann wrote a clinic review to be published in the Reader; Marilyn Weber wrote an article review for the Reader; Nancy Simpson wrote at least three different articles aside from the presidents letter; and Judy Nordstrom wrote one article for the Reader

Kim Jones, Newsletter Editor-in-Chief



Scholarship Report

During 2013 there were no applicants for any of the three scholarships offered by CLD.

Members are encouraged to consult the website to learn about applying for the Academic Scholarship, the Cheryl Finke Memorial Fund for Developing Riders, and the Scholarship to

Fund Member Participation in CLD-Sponsored Clinics. Becoming more involved and volunteering for CLD is beneficial to your application for scholarships.

Janet Fitch, Scholarship Chair.



Treasurer's Report

Net Income/(Loss) as of 10/29/2013	10/31/2013	12/31/2012	\$ Change	% Change
Classic Net Income	\$ 3,904.30	\$ 2,363.12	\$ 1,541.18	65%
IceBreaker Net Income/(Loss)	\$ (52.38)	\$ 166.43	\$ (218.81)	-131%
FireCracker Net Income/(Loss)	\$ 150.16	\$ 117.81	\$ 32.35	27%
Net Membership Income/(Loss)	\$ (3,695.17)	\$ (2,222.23)	\$ (1,472.94)	66%
Total Net Income/(Loss)	\$ 19.30	\$ (2,133.80)	\$ 2,153.10	-101%

Balance Sheet as of 10/29/2013	10/31/2013	12/31/2012	\$ Change	% Change
Total Bank Balance	\$ 12,093.60	\$ 12,118.93	\$ (25.33)	0%
Total CD Balance	\$ 25,287.20	\$ 25,242.57	\$ 44.63	0%

Katie Keim, Treasurer



Volunteer Coordinator's Report

Kim Jones and Rita Bass shared responsibilities for lining up volunteers for Classic in 2013.

We experienced difficulty getting enough experienced scribes for this show. The club will need to address the recruitment and training of additional scribes; several long-time scribes have retired!



Secretary's Report

Minutes from each Board meeting are printed in the newsletter.

The Secretary is also responsible for the preparation of the ballot and the tallying of results. This year, fourteen votes were cast. Nine were by e-mail, five by physical ballot. There were no write-in votes.



Webmaster Report

The CLD Website, accompanying newsletter, and FaceBook page continues to be a popular

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|-----------------------|-------------------------------|
| <i>I. Home Page</i> | <i>VI. About CLD</i> |
| <i>II. Gallery</i> | <i>VII. Links</i> |
| <i>III. Downloads</i> | <i>VIII. Horse Nomination</i> |
| <i>IV. Calendar</i> | <i>IX. Results</i> |
| <i>V. Join CLD</i> | <i>X. Reader</i> |

resource for dressage enthusiasts.

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| <i>I. Directly (bookmark, or typing address)</i> | <i>VI. USDF.org</i> |
| <i>II. Google</i> | <i>VII. Facebook (Desktop Version)</i> |
| <i>III. Email Newsletter</i> | <i>VIII. Yahoo</i> |
| <i>IV. Bing</i> | <i>IX. StarWest Online.net</i> |
| <i>V. Facebook (Mobile Version)</i> | <i>X. usdfregion2.org</i> |

Overview

In March of 2013 we changed to the new CLD website. As a result all of the traffic statistics only refer to the period from March through October 31.

Traffic & Referrals

As in previous years, the CLD website gets its highest level of traffic around the time of CLD Classic I & II. Of interesting note is that the second and sixth most visited pages are pages had not existed on the old site.

The most visited pages on the site, in order:

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

Traffic averages around 800 page views per month with peaks around Classic approaching 1,300 per month and dipping as low as 400 per month in the off season.

Facebook

CLD's FaceBook page continues to be a healthy resource for people with 260 people "liking" CLD and following updates there. CLD's Facebook efforts are ably spearheaded by Lisa Lehr.

E-mail Update Newsletter

From November 1, 2012 to October 31, 2013 we've sent out 24 email newsletters to 107 subscribers. The average open rate of the list is around 60%.

Future of the CLD Website

As we look toward the future of the CLD website there are a few items I would like to implement. In this year's offseason we plan to finish the transfer of all legacy material to the new site. In accordance with the original proposal this will be done gratis.

Proposed new features pending board approval are as follows:

- Revamping of Advertising rates to include Facebook advertising and Twitter advertising
- Ability to accept credit cards online for CLD membership, apparel, advertising, and class sponsorship

Martin Kuhn, Webmaster

