



## 2014 CLD Officers' Reports

### **President's Report**

Membership in 2014 fell slightly from 95 in 2013 to 86. We will continue to focus on ways to increase membership and member participation.

We held two winter potluck/lectures in February that were well attended and enjoyed by all who came.

Our club helped represent and promote our sport of dressage at the 2014 Horse Fair held at the Illinois State Fairgrounds in March.

CLD provided two schooling shows and two rated shows again this year, with a dressage scribe school given at our Icebreaker show. Western Dressage was offered for the first time at both our schooling shows. We hope interest and numbers will grow in these classes will grow in interest and numbers in the future.

At FireCracker Sally Briney and her partner, Saddlebred mare Champagne's Angelic, became proud new members of The Century Club.

It was decided that our Classic I and II shows need a change of date to avoid same show conflicts and promote better attendance in the future. We will hold the 33rd Annual Classic shows in June 2015.

Once again CLD brought top notch clinicians in to provide learning opportunities to riders and auditors. Melanie Michalak gave a freestyle clinic in March at Pratense Farm and Christoph Hess came in May to StarWest.

We are blessed to have all that our club has to offer including clinic grants that are available to Jr/YR and AA as well as multiple scholarships through The Dressage Foundation. We had another year filled with countless educational opportunities. I look forward to working with our board members this next year to keep our club focused on our mission to promote interest in and to further the knowledge of dressage.

Judy Nordstrom, President



## **Awards**

We had 76 horse and rider combinations send in results in 2014, a new record. We added a Western Dressage High Point Award this year, donated by Marilyn Weber. We initiated a new way to submit scores for rated shows through the website in 2014 that has streamlined the process for members and simplified housekeeping matters for us. Due to its popularity the Freestyle Level was broken up into the same categories as the other levels and awards given accordingly. We are looking into expanding the program for 2015 by offering more Western Dressage awards as well as supporting the USDF Rider Tests.

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

Teresa Litchfield & Lisa Lehr, Awards Chairmen



## **Vice-President & Membership Report**

This was my first year as Vice-president, and my second year as Membership Coordinator. I previously served as the Grassroots Coordinator for two years. We finished 2014 with 86 members, down slightly from the 95 we had in 2013.

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.

I attended many of the monthly board meetings. I also assisted with tracking the RSVPs for the 2014 CenterLine Dressage Awards Banquet. For the upcoming year I plan to discuss with the other board members how we can increase our memberships for 2015 and future years.

I look forward to serving as Vice-President and Membership Coordinator of CLD in 2015 and working with the other members of our board in hopes of having another successful year for CLD.

Kelly Griffith, Vice-President and Membership Secretary



## Newsletter Editor Report

Newsletters went out November, January, February, March, April, May, July, August, and October.

### **Articles were submitted by:**

Lisa Lehr, Leslie Burket, Kathy Burda, Kelly Griffith, Alice Martin, Kim Jones, & Marilyn Weber

### **Letters to the Editor:**

Anonymous CLD member, Pinky Noll, & Marilyn Weber

### **Thank you notes:**

Cheryl Raynor, Val Waggoner, & Nancy Chapin

### **Interview participants:**

Leslie Burket, Judy Ethell, Martin Kuhn, & Kelly Griffith

CLD year end awards will be published in the November Reader. Region 2 and Region 4 news was published as it came in along with The Dressage Foundation news. Results from both schooling shows were published. There was one classified ad submitted.

Kim Jones, Newsletter Editor-in-Chief



## Treasurer's Report

| <b>Net Income/(Loss) as of 10/31/2014</b> | <b>10/31/14</b>      | <b>12/31/13</b>    | <b>\$ Change</b>     | <b>% Change</b> |
|---|----------------------|--------------------|----------------------|-----------------|
| <b>Classic Net Income</b>                 | \$ (1,926.02)        | \$ 3,986.71        | \$ (5,912.73)        | -148%           |
| <b>IceBreaker Net Income/(Loss)</b>       | \$ 198.27            | \$ (29.67)         | \$ 227.94            | -768%           |
| <b>FireCracker Net Income/(Loss)</b>      | \$ 360.90            | \$ 172.86          | \$ 188.04            | 109%            |
| <b>Net Membership Income/(Loss)</b>       | \$ (2,747.47)        | \$ (4,982.46)      | \$ 2,234.99          | -45%            |
| <b>Total Net Income/(Loss)</b>            | <b>\$ (4,114.32)</b> | <b>\$ (852.56)</b> | <b>\$ (3,261.76)</b> | <b>383%</b>     |
| <b>Balance Sheet as of 10/31/2014</b>     | <b>10/31/14</b>      | <b>12/31/13</b>    | <b>\$ Change</b>     | <b>% Change</b> |
| <b>Total Bank Balance</b>                 | \$ 7,051.34          | \$ 11,202.29       | \$ (4,150.95)        | -37%            |
| <b>Total CD Balance</b>                   | \$ 25,343.28         | \$ 25,306.65       | \$ 36.63             | 0%              |

Katie Keim, Treasurer

## **Secretary's Report**

Responsibilities:

- 1) Record the monthly meeting minutes, posting to the WriteBoard for review and editing before being published in the Reader.
- 2) Prepare ballot for annual election, confirm (to voter) receipt of each vote, tally and submit the results.

Minutes for each meeting were prepared and printed in the Reader (CLD Newsletter) after being reviewed on the WriteBoard. As the February meeting was late in the month, and the April meeting was early in April, we did not hold a March meeting.

On occasion, we have email discussions on a variety of topics and, occasionally, voting is required. Moving forward, these discussions will be included in the monthly minutes.

This year 27 ballots were cast, an increase of 14 votes from 2013. 24 were by email (electronic) and three were physical ballots received in the mail.

Leslie Burket, Secretary



## **Director's Report**

With no specific duties assigned to this Director, I filled in where I could. This included being in charge of the kitchen for FireCracker in absence of Holy Land Diner, our usual caterer for schooling shows. I also handled arrangements for the Friday night exhibitor's dinner at Classic and made brownies for dessert. I served as Recording Secretary in November, January, and October for the Minutes of the Board of Directors and made lemonade for every meeting.

Alice Martin, Director at Large



## **Webmaster Report**

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

## **Traffic & Referrals**

In previous years the CLD website usually gets its highest level of traffic around the time of CLD Classic I & II. However, this year our highest trafficked month has been October. This

can be attributed to the significant expanded use of the website to facilitate submissions for RSVPing for the annual banquet, voting for CLD officers, and, most of all, submitting scores for year end awards. While still offering paper options to those who prefer it, this expanded use of the site has not only increased use of the website but also greatly streamlined the process for those board members responsible for coordinating those jobs.

Traffic averages almost 900 page views per month, up from last year, with peaks around 1,300 per month and dipping as low as around 500 per month in the off season. The number of visitors in the off months is also up from previous years.

### **Facebook & Twitter**

CLD's FaceBook page continues to be a healthy resource for people with 292 people "liking" CLD and following updates there. CLD's Twitter has 22 followers, also up from previous years. CLD's Facebook & Twitter efforts are ably spearheaded by Lisa Lehr and occasionally assisted by Martin Kuhn.

### **E-mail Update Newsletter**

From November 1, 2012 to October 31, 2013 we've sent out 17 email newsletters, down from 24 last year, to as many as 123 subscribers, up from 107 last year. The average open rate of the list remains 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.

New features hoping to implement this winter, as time allows, that have been approved by the board:

- Revamping of Advertising rates to include Facebook, email newsletter and Twitter advertising
- For the first time, CLD will be accepting credit cards for advertising fees

Martin Kuhn, Webmaster

