

THE READER

CenterLine Dressage is a Group Member Organization of USDF founded in 1972. CLD members are automatically members of the United States Dressage Federation.



HEADLINES

- ✦ **LETTER FROM THE PRESIDENT**
- ✦ **MEETING MINUTES**
- ✦ **HORSE NOMINATION/ SCORES UPDATE**

CALENDAR

- ✦ **REGION 2 CHAMPIONSHIPS
SEPTEMBER 14 - 17**
- ✦ **CLD BOARD MEETING
SEPTEMBER 16 @ 2 PM**
- ✦ **BETSY STEINER CLINIC
OCTOBER 14 - 15
@ PRATENSÉ FARMS**
- ✦ **REGION 4 CHAMPIONSHIPS
SEPTEMBER 28 - OCTOBER 1**
- ✦ **ANNUAL CLD AWARDS
BANQUET
NOVEMBER 4**
- ✦ **USDF NATIONALS
NOVEMBER 9 - 12
@ LEXINGTON, KY**

Letter from the President

by Judy Nordstrom, President

Dear CLD members and friends,

The month of August began with an event that no one was prepared for, the loss of a very special and talented horse named Greystoke, aka Oz. He was, indeed, the beloved partner of a lifetime for StarWest's Jenna Upchurch and previous owners Martin Kuhn and Kate Fleming-Kuhn. My heart goes out to everyone who was affected by his loss. He will be sorely missed by all who knew him.



Oz & Jenna Upchurch

(photo by John Borys)

Summer is coming to a close and so is the 2017 competition season. It isn't too soon to start getting your scores into our awards chair at centerlinedressage.com/awards and renewing your CLD membership at centerlinedressage.com/join

The sooner the better!

Our GMO will be well represented again this year at the Board of Governors General Assembly, held during the 2017 Adequan®/USDF Annual Convention in Lexington thanks to Leslie Burket who has, one more time, agreed to be our representative. Group Members can apply for the Ruth Arvanette Memorial Fund Grant, which allows one deserving individual to attend the Adequan®/USDF Annual Convention, by providing funds to cover the cost of attendance. Applications for the Ruth Arvanette Memorial Fund Grant have been extended.

Enjoy what is left of your summer and best of luck to all in finishing a successful show season!

Your CLD President,
Judy Nordstrom

president@centerlinedressage.com

July 9, 2017 CLD Executive Board Meeting

The meeting was called to order at 2:09 p.m. by President Judy Nordstrom. Attendees included Teresa Litchfield, John Simpson, Marilyn Weber, Alice Martin and Leslie Burket.

Electronic Discussions

- On 7/25/17, Alice motioned and Kelly seconded that the 2018 Classic I and II shows be held at the IL State Fairgrounds. Approval by the board was unanimous.

President's Report

- Judy reports that she is currently submitting the paperwork for the 2018 Classic shows.
- With our membership at 68 members, there was a lively, but serious, discussion as to how to enlist volunteers from our membership. Our shows are well supported but volunteer staffing continues to be a challenge.

Treasurer's Report

Although not present, Katie Keim provided the following:

- Current Bank Balance \$11,444.11

- CD Balance: \$25,721.54
- Net Income: \$4,236.36
- Dinner/auction Fundraiser: \$4,408.92
- von Dietze Clinic: \$328.50
- FireCracker Schooling Show: \$235.25

Membership Report

- Kelly Griffith reports that we have eight new members, bringing our members to 68 for 2017.

Webmaster Report

- Martin Kuhn reports that since June, a total of four newsletters have been distributed of which two were newsletters and two were invitation/reminders for upcoming events.
- There are currently 137 subscribers, down one.
- Average newsletter opening rate ranged from 36-47%, due to the variety of topics this month.
- For the von Dietze Banquet and Fundraiser there was a 36% opening rate for invites and reminders.

July 9, 2017 CLD Executive Board Meeting

... continued

- July web traffic is down a bit as June traffic was the highest for the year.

Social Media Report

Jordan Wilton reports that a Facebook Promotion/ Ad Trial was used to track the Susanne von Dietze event.

- The Susanne von Dietze Clinic Ad ran for 10 days preceding the event. We used the free \$30 coupon from Facebook as an incentive to try their ad feature.
- The ad reached all CLD Facebook 'friends' who 'like' the page, as well as anyone 18 and older, within 50 miles of the Springfield area.
- Total number of people reached: 3,439
- Total number of people reached without ad (organically): 823
- Number met by only the ad: 2,616
- Number of people who clicked on the ad: 287
- Number of interactions (likes, shares, comments): 58
- We increased the number of page likes by seven people after running this ad.
- Jordan reports that FaceBook now has 612 likes.

CLD Classic Show

John has done some comparison checking on the prices of the IL State Fairgrounds and we will incur a substantial savings by not using the Coliseum this year. For our 2018 CLD show, we will be paying \$375/day for the covered arena and Barn 13. Before

the two buildings and the Coliseum were priced at \$1500/day. There are no additional charges for the extended hours we are anticipating. As the Coliseum is closed, the show office will be in a room in Barn 14. The charge for stalls in Barn 14 will be \$60/day/ea., as before.

Miscellaneous

- Betsy Steiner will do a three day clinic at Pratensé Farms Farms on October 13-15, 2017.
- Tower Hill will host a schooling show on September 23, 2017.
- 2018 Illinois Horse Fair is March 2-4, 2018.

New Business

- In support of the 2017 USDF Annual Convention to be held in Lexington, Kentucky, it was agreed that we would like to donate \$300 toward the Board of Governor's Friday afternoon snack break. Voting will occur online.
- A 2018 nomination committee will be organized to compile a Nominating Slate that will accommodate the publishing requirement.

Our next meeting will be Saturday, September 3, 2017, at 2 p.m. in the StarWest Lounge.

Leslie motioned and Alice seconded for the unanimous 3:25 p.m. adjournment.

Respectfully Submitted,

Leslie Burket - CLD Secretary

CLD Year End Award Nominations/Score Submissions

Members now can go to one place to see all the information they need to nominate, confirm nomination, submit scores and confirm scores were received. As in years past, if you have forgotten to renew your CLD membership and wish to participate in year end awards, you may do so by paying for this year's membership and next's when you submit your horse's nomination for year end awards.

Awards Process

1. Nominate (every year)
2. Accumulate Scores
3. Submit Scores

2017 Nominated Horses

- Richthofen 7
- Rubin Raphael
- Washburn SW
- Greystoke
- Zlatan M. Ge
- Madroño XXXVI
- Marwans Inferno WC
- HH Footloose
- ZLA Pepets Regalo
- ASR Fadls Willie
- Forte WF
- Shenanigans Too
- Chanel
- Westerstorm
- Ronin
- Paddington
- Esteban
- Agathon JP
- Frazier
- Rapson
- Bolthart KSR

2017 Scores Received Horses

- Rapson - Status: Verified

Laura Graves Clinic

Debbie Banas will be hosting a one day clinic with the #2 World Ranked Dressage rider, Laura Graves. The clinic will be held on Saturday, October 21, at Debbie's farm in Lexington, KY. With only 4 slots left, please let us know as soon as possible if you're interested, by contacting Debbie at (859)396-3369.

The cost of the clinic is \$275.00 and payment will need to be sent to Debbie Banas no later than October 1st. Checks can be made to Debbie Banas and sent to:
300 The Grange Lane
Lexington KY 40511

If for you commit to a ride and for any reason you are unable to attend clinic it will be the riders responsibility to find a replacement rider.

A stall and a wash stall will be available to the riders before and after their ride. Because this is a small, private farm their is not overnight stabling available.

However, we have arranged stabling at Newtown Layer
Owned at operated by Dr Poole
For \$25.00/night.

All information
now at
centerlinedressage.com/awards

DEADLINE FOR READER ITEMS



Items for publication or inclusion in the READER should be received by the editor by the 1st of the month. Items for THE READER, activity forms, ads, etc should be sent with a check for the charges, if any, to:

THE READER
c/o Alice Martin
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New Berlin, IL 62670