



2017 CLD Officers' Reports

PRESIDENT'S REPORT

We concluded my fourth year as President with only 69 members, the lowest number in recent history. It has been a struggle to retain members and keep members interested and engaged with our club. We continue to try to provide members with quality educational opportunities while making it fun and enjoyable. This year we were fortunate to have Susanne von Dietze for a three-day educational symposium in June. We held a fundraiser dinner/auction along with an interactive lecture given by Susanne and raised over \$4500 that weekend. This effort was put forth to offset the fact that we were unable to hold our annual rated Classic Shows this year. Because the Coliseum was condemned, for the first time in almost 35 years CLD did not have their rated show.

A potluck was held in New Berlin, IL. on April 15 to honor Charles Craver who died on December 30th of last year. Alice Martin, CLD Director, and Laurie Kern, President of ARAB, Inc., worked together to put on the potluck and memorial presentation by Joe Ferris, Arabian horse author and lecturer from Quincy, Michigan. Charles and his widow Jeanne Craver have been long time members of CLD as well as helping found ARAB, Inc. over 40 years ago. Jeanne is known to many of you as the show secretary of CenterLine Classic.

We held two schooling shows, Icebreaker and Firecracker, both of which were successful and profitable.

As we look ahead, we will strive to recruit new faces to our tired board, who, thankfully, continue to serve in their positions even though many have done more than their fair share. I hope they each know how much they are appreciated!

Judy Nordstrom, President



VICE-PRESIDENT & MEMBERSHIP REPORT

This was my fourth year as Vice-president, and my fifth year as Membership Coordinator. I previously served as the Grassroots Coordinator for two years. We finished 2017 with 69 members, a decrease from the 90 we had last year and the 82 we had in 2015.

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. For the upcoming year I plan to work with

Mindy Baumann to assist her with the membership responsibilities as I will pass the baton off to her for 2018. Welcome, Mindy!

I look forward to serving as Vice-President of CLD in 2018 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

There were seven issues of The Reader published in 2017.

In June I prepared and served lunch and snacks to those attending the Susanne von Dietze clinic, adding a small profit to the successful clinic.

Alice Martin, *Reader* Editor and CLD Historian



AWARDS

In 2017, we received about the same number of scores as in 2016. Fifty-seven horse/rider combinations submitted scores this year down from fifty-six last year. We dropped slightly in horse and rider combinations as well, thirty-three this year versus thirty-eight last year.

As in previous years the number of nominated horses outnumbered the number of horses submitting scores. To assist with that we have decided to revamp awards to make horses/riders competing in the Open or

Our schooling show awards were up slightly from three to five this year. Western Dressage is where we saw the biggest drop in attendance from last year, going from seven in 2016 to only two this year. Freestyle continues to steadily increase in numbers. This year we added two new classes for awards: Young Horse, and Developing PSG joining Materiale we added last year.

Teresa Litchfield, Awards Chair



EDUCATION REPORT

On June 16-18th, CLD hosted a Symposium featuring Susanne von Dietze. All riders benefited and enjoyed their lessons due to Susanne's novel, biomechanical approach and positive instruction. Lunch was available both days for riders and auditors, thanks to Alice Martin.

Kate Fleming-Kuhn, Education Chair

TREASURER'S REPORT

Katie Keim, Treasurer

Note that Classic was cancelled in 2017 due to the Coliseum condemnation.

Balance Sheet as of 10/31/2017	10/31/2017	12/31/2016	\$ Change	% Change
Total Bank Balance	\$ 11,304.11	\$ 7,232.19	\$ 4,071.92	56%
Total CD Balance	\$ 25,733.88	\$ 25,697.10	\$ 36.78	0%
Net Income/(Loss) as of 10/31/2017	10/31/17	12/31/16	\$ Change	% Change
Classic Net Income/(Loss)	\$ (175.00)	\$ 2,340.42	\$ (2,515.42)	-107%
Icebreaker Net Income	\$ 383.25	\$ 413.25	\$ (30.00)	-7%
Firecracker Net Income	\$ 235.25	\$ 714.50	\$ (479.25)	-67%
Net Clinic Income/(Loss)	\$ 328.50	\$ (486.33)	\$ 814.83	168%
Net Fundraiser Income	\$ 4,408.92	\$ 0.00	\$ 4,408.92	100%
Net Membership/Other Income/ (Loss)	\$ (1,072.22)	\$ (2,463.12)	\$ 1,390.90	56%
Total Net Income/(Loss)	\$ 4,108.70	\$ 518.72	\$ 3,589.98	692%



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.

Duties:

Minutes for each meeting were prepared and printed in the Reader (CLD Newsletter) after being reviewed on the WriteBoard by the board members. Due to a busy show season, and scheduling, we voted to not have a meeting in May or August. Our October meeting was held on a Sunday.

On occasion, we have email discussions on a variety of topics and, occasionally, voting is required. These discussions were tracked, recorded and included in the monthly minutes.

This year 14 online ballots were cast, down from 20 in 2016. No snail mail ballots were received. The proposed slate was accepted unanimously and new officers will be announced at the Awards Dinner on November 4th.

Leslie Burket, Secretary

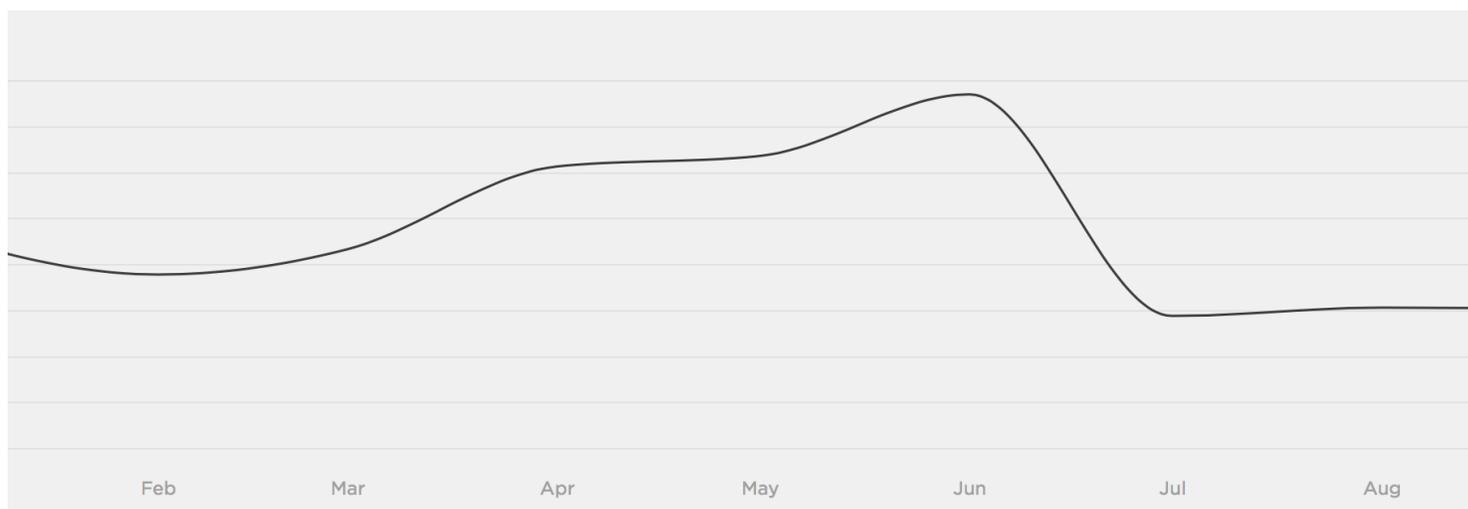


WEBMASTER REPORT

The CLD Website, accompanying e-mail newsletter, and FaceBook pages continue to be a popular resource for dressage enthusiasts in the central Illinois area and beyond.

Traffic & Referrals

As in years previous, the CLD website gets its highest level of traffic around the time of CLD Classic. Oddly enough even without Classic this year, June was again our highest trafficked month.



Facebook & Twitter

CLD's FaceBook page continues to grow people with 611 people "liking" CLD, up from 441 the previous year. CLD's Twitter has 46 followers, almost double the number from last year. CLD's Facebook efforts are spearheaded by Jordan Wilton and occasionally assisted by Martin Kuhn.

E-mail Update Newsletter

From November 1, 2016 to October 31, 2017 we've sent out 19 email newsletters, up from 13 last year, to as many as 144 subscribers, down from 145 last year. The current number of subscribers stands at 135. The average rate of subscribers opening the emails is about 51% which is, surprisingly, above the industry average.

Martin Kuhn, Webmaster

