



USAWE Board of Directors (BOD) Meeting Minutes



Meeting Date: Wednesday, 03.12.2025

Meeting Time: 5:00 p.m. Pacific, 6:00 p.m. Mountain, 7:00 p.m. Central, 8:00 p.m. Eastern

Meeting Frequency/Modality: 2nd Wednesday each Month held virtually via Zoom

Agenda: Sent 03.10.2025 and posted to USAWE.org > Corporate > Records > Meeting Minutes > Elected Board Minutes and filed in USAWE G-Drive > Board of Directors (BOD) > Board Meetings folder by Interim Secretary Julie Alonzo

Minutes: 03.12.2025 Minutes were e-approved 03.15.2025 by the BOD and posted to the USAWE.org > Corporate > Records > Meeting Minutes > Elected Board Minutes and filed in USAWE G-Drive > Board of Directors

NEXT BOD MEETING – 04.09.2025, virtually via Zoom. Submit Agenda items using the online [Board Agenda Item Request Form](#) located on the usawe.org website > Corporate > Records page.

Board of Directors		Attendance at Roll Call	
Executive Committee		Present	Absent
President	Tracey Erway	X	
President Elect	Robin Bond	X	
Interim Secretary	Julie Alonzo	X	
Treasurer	Leesa Nero	X	
At Large Director 1	Amy Star	X	
At Large Director 2	Holly Linz		X – arrived after roll call
Regional Directors			
R1 Director	Sara Mackenzie	X	
R2 Director	Glynn Hoekstra	X	
R3 Director	Cyndi Harris		X – arrived after roll call
R4 Director	Kiki Pantaze		X – arrived after roll call
R5 Director	Sara Barnwell	X	
R6 Director	Cera Olson	X	
R7 Director	Pat Melton	X	

Current # of Board members = 13 | 7 BOD members required for Quorum.

BOD members in attendance at roll call = # 10 | Quorum was established | BOD Meeting Attendance Log was updated.

Excused = notified Secretary and President in advance director (or chair) was unable to attend meeting.

Non-Voting USAWE Committee Chairs in attendance for all or part of the meeting					
Affiliate Organizations	Stephanie Dobiss	X	Licensed Officials (co-chairs)	Christy Reich	X
Awards	Lynn Maloney	X		Doreen Atkinson	
Competitions	Laurie Ridgeway	X	Marketing and Promotion	TBA	
Elections	TBA		Membership	Kate Steffes	
Ethics	Dan Dahlke	X	Professional Development (co-chairs)	Sue Watkins	X
Financial Oversight	Tamla Nichols			Seth Marshall	
Horse Recording	Mindy Finelli		Rules	Amy Star	X
International Competition	Barbara Price	X	Website	TBD	
			Youth Development	Kasey Riddle	X
Task Force Leads in attendance for all or part of the meeting					
Bylaw Review	After P&P reviews		Strategic Planning	Tracey Erway	X

Current # of Committee Chairs/Task Force Leads = 14; 1 in attendance.

USAWE Members in attendance for all or part of the meeting: Laurie Ridgeway (R2), Emily Osborne (R7), Dan Dahlke (R1), Lynn Maloney (R6), Kristine Strasburger (R3), Sue Watkins (R2), Barbara Price (R2), Kasey Riddle (not currently in membership database), Alexa Maine (R1), Kimberlee Barker (R1), Stephanie Hayes (R7), Audrey Rapp (R6), Christy Reich (R2)

Call to Order: President Tracey Erway called the meeting to order at 5:00 PM Pacific time.



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FINANCIAL REPORT FROM TREASURER

TOPIC - In advance of the meeting, Leesa Nero, Treasurer, had provided the Board with the following report:

The month of February 2025 has been reconciled.

Cash Assets as of February 28, 2025 are as follows:

• Chase Bank Checking.....	\$	30,964.31	
• Chase Bank Savings.....	\$	20,245.16	
• Chase Bank CD #1 Capital Reserves.....	\$	102,180.90 (1) Matures 04.13.25 Interest + \$ 175.72	
• Chase Bank CD #2 Emergency Reserves...	\$	55,413.64 (1) Matures 03.10.25 Interest + \$ 260.31	
• Chase Bank CD #3 Youth Restricted Funds	\$	2,192.22 (1) Matures 04.13.25 Interest + \$ 3.30	
• PayPal Bank.....	\$	<u>1,097.96</u>	
	\$	212,094.19 (2)	

Previous Months Cash Funds Reported:

December 31, 2024	= \$ 210,902.76	July 31, 2025	=
January 31, 2025	= \$ 207,572.63	August 31, 2025	=
February 28, 2025	= \$ 212,094.19	September 30, 2025	=
March 31, 2025	=	October 31, 2025	=
April 30, 2025	=	November 30, 2025	=
May 31, 2025	=	December 31, 2025	=
June 30, 2025	=	January 31, 2026	=

NOTE = Due to submitting these reports in time for each BOD Meeting Agenda these reports, as well as the cash on hand, are based on the latest monthly reconciled bank statement.

- (1) Chase CDs are earning interest on the matured CD totals. They do not create monthly bank statements for reconciliation for these accounts. The interest earned to date will not show in QuickBooks, or the above cash on hand amounts, until after the maturity date noted to the side. A new CD #3 was opened for the Youth Restricted Funds with approval of the Youth Chair. The \$20,244.97 funds, originally in U.S. Bank and moved to Chase Checking, is now in the Chase Bank Savings Account. CD #2 was renewed for 2 months on 03.10.2025 at 3.50%.
- (2) During the month of March 2025 another \$10K plus/minus will come out of this total as we catch up on expenditure and reimbursement requests processing and payments.

As mentioned during the last BOD meeting moving forward financial reports from QuickBooks will be Quarterly. Next reports will be 1st Quarter 2025 and presented at the April Board meeting.

Respectfully submitted,
Leesa Nero, Treasurer

-- requested by Leesa Nero, Treasurer

SARAH BARNWELL, R5 DIRECTOR, made a motion; CYNDI HARRIS, R3, seconded

Motion #1: Accept the Treasurer’s report for February into the minutes as presented prior to the meeting.

→ **Motion passed by voice vote with 11 in favor, 0 opposed, 0 abstained, 0 recused, 2 absent.**

Director	Vote	Director	Vote
R1 Director – Sara Mackenzie	A	At Large Director 1 – Amy Star	A
R2 Director – Glynn Hoekstra	A	At Large Director 2 – Holly Linz	NA
R3 Director – Cyndi Harris	A	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	NA	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	President Elect – Robin Bond	A
R6 Director – Cera Olson	A	President – Tracey Erway	A
R7 Director – Pat Melton	A		

Key: A = Approve, N = Opposed, Abst. = Abstained, R = Recused, NA = Absent

DISCUSSION ITEMS AND PRESENTATIONS (NOT UP FOR A VOTE)

WEBSITE UPDATE – Tracey Erway, President, has provided the Board with a proposal for web upkeep / stabilization. She asked Board members to review it in preparation for future action.

MARKETING UPDATE – Tracey Erway, President, commended Kiki Pantaze, R4 Director, on her work to help with the marketing tasks / trying to figure out a way forward. Kiki shared that she, Tracey Erway, and Leesa Nero have been working on figuring out how to access the different marketing assets (such as the YouTube channel). If there is something that was the responsibility of the marketing committee that seems to be missing, please contact Kiki. Kiki will be organizing a meeting of the marketing committee to take place next week.

ECONOMY – Our current Economy is unsettled. President Tracey Erway asked the Board to consider ways to help save members money, make it more valuable to be a member. She didn't want to bring the topic for a vote, but wanted Board members to be thinking of things. – *requested by Tracey Erway, President*

DRESSAGE TEST TIMING UPDATE – Our current cycle for updating rules/dressage tests presents a challenge for our partners, such as Dressage Illustrated. The current tests will be replaced for Competition Year 2027. – *requested by Tracey Erway, President*

NEWSLETTER UPDATE – Audrey Rapp, the USAWE Newsletter Coordinator, shared a presentation on the newsletter (see screenshots, below). The rationale for sending out two newsletters per month (one sent to members, one sent to subscribers) is that doing so would give us the opportunity to try to encourage non-members to join. – *requested by Audrey Rapp, Newsletter Coordinator*

2024 Metrics

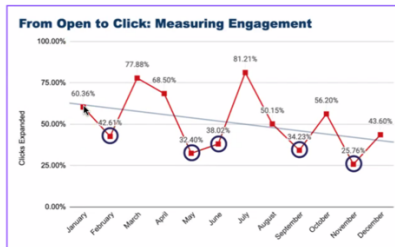
Overall Trend

- A general decline in click-through rates was observed throughout the year.
- A positive correlation between the number of recipients and click-through rates was identified.

Specific Insights

- Targeting: Emails sent to a broader audience (members and non-members) resulted in lower click-through rates.
- Content Quality: The quality and relevance of email content significantly impact click-through rates.
- Seasonal Factors: Seasonal variations may influence email performance.

Sent to all members



2025 Metrics

February Email

Email benchmarking
February 24, 2025 - March 11, 2025
Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

Characteristics you and your peers share

How your email compares

Open rate	Click rate	Unsubscribe rate
64.2%	64.2%	37%

Audience demographics
Over 65% Female, from 55 and up

Audience size
2,000 - 10,000

March Update Email

Email benchmarking
March 5, 2025 - March 11, 2025
Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

Characteristics you and your peers share

How your email compares

Open rate	Click rate	Unsubscribe rate
81%	64.2%	37%

Audience demographics
Over 65% Female, from 55 and up

Audience size
2,000 - 10,000

TAKE AWAYS FROM MARCH UPDATE

<p>01</p> <p>1st newsletter going out early!</p> <p>Congrats! We all made a attempt at something new.</p> <p>Our audience ratings were not too far off from normal.</p> <p>Need to continue tracking and re-evaluate for the future.</p>	<p>02</p> <p>Bounced Emails</p> <p>72 bounced emails. This does not mean spam.</p> <p>Old emails, need to re-engage emails to see if they would still like to review content.</p>	<p>03</p> <p>CTA's Work</p> <p>Affiliate organization gained the most traffic with CTA of 16.9% of the click rate.</p> <p>This has only ever happened for Regional submissions or rule changes.</p>	<p>04</p> <p>877 opened vs. 1944 total opens</p> <p>Our audience returned to this email 2.21x more than it's the audience open rate.</p> <p>Average open rate is 2.13 per subscriber.</p>
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Sending out targeted newsletters for non-member subscribers could enable the marketing committee to try to convert subscribers to members. We might have a variety of audience categories: current members, previous members, subscribers who have never been members. This might have implications for our membership database.

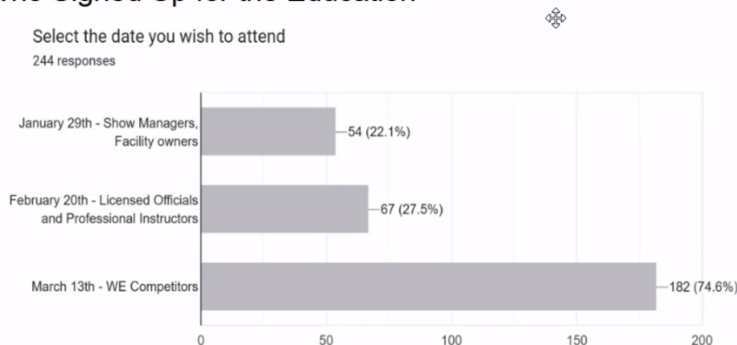
Audrey Rapp indicated that another goal with sending out two different newsletters is to provide data for measuring impact, engagement, click-throughs, etc.

REPORT ON CATTLE TRIAL EDUCATION – Amy Star, At-Large Director 1, provided the Board with a report on the cattle trial education initiative in which three different webinar sessions were held to provide interested members, competition organizers, licensed officials, and USAWE Professional Instructors information about the Cattle Trial. – *requested by Amy Star, At-Large Director 1*

Review of Cattle Trial Educational program

By Amy Star, Holly Linz, Robin Bond, Glynna Hoekstra and Katie Garrett.
Contributions by Rebecca Algar and Seth Marshall

Who Signed Up for the Education



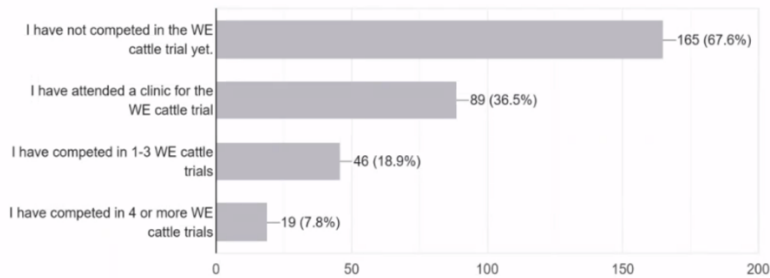
Audience and potential impacts

- 226 USAWE Members 26.87% of current membership
- 18 WECAN Members
- 133 Shows/year (avg 20 riders per show, 2,668 potential impacts)
- 184 Students/month

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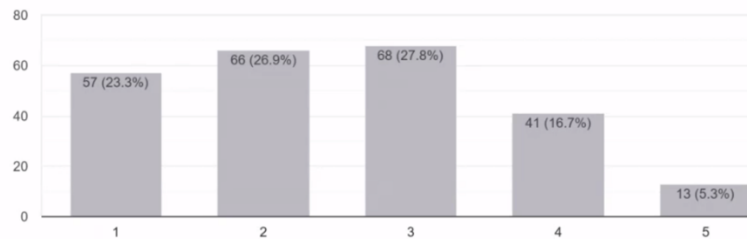
Select all that apply

244 responses



Rate your experience with cattle

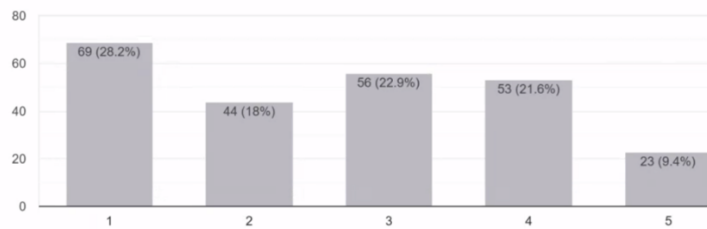
245 responses



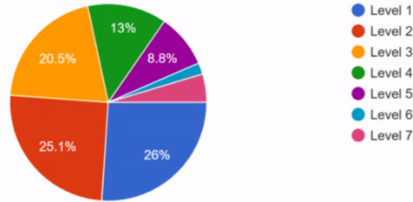
Key: 1 = no experience; 5 = professional in working with cattle

Rate your current understanding of the USAWE Cattle Trial Rules

245 responses



What is the highest level you have competed in Working Equitation? (not necessarily the cattle trial)
215 responses



In Conclusion

- It appears that the USAWE membership is hungry for educational opportunities, especially the foundation levels. Online Education is accessible by a high percentage of the membership.
- This program was produced by 5 Volunteers, each contributing approximately 20 hours of volunteer time. 100 volunteer hours at \$20/hour, this program is an asset that should be valued at \$2,000.
- How can we leverage this education for future income for the association. IF we develop pay per view capabilities, \$5/view/members \$10/view/non-members. If we have a library of these educational programs, we can easily develop a strong revenue stream.

A variety of Board members shared their commendations on the educational initiative itself as well as the presentation to the Board.

The February training was recorded, and the group is intending to record the March 13 presentation as well.

DEVELOPING RIDER PROGRAM FOR YOUTH – The Youth Development Committee recently shared information with the Board about an exciting opportunity to pair talented youth riders with upper-level WE horses and riders to give the youth the opportunity to advance their skills. Board members expressed support for the idea via email, and also requested a better understanding of the program (insurance implications, application process) and official Board approval before it is announced. The Youth Development Committee hopes to have a full program description to share with the Board in April. The two youth who were mentioned in the information Kasey sent to the Board are participating not as part of an official USAWE program, but simply as two youth who are taking advantage of an opportunity to ride upper-level horses offered by two members. – *requested by Tracey Erway, President*

Some discussion items brought up by the Board. The insurance implications might require a signed USAWE liability waiver if USAWE is involved in making the connections between the youth and adults. The Board might need to consider adoption of safe sport training (or something like that). We need to make sure that the USAWE liability waiver that is currently in the Competitions Manual meets our insurance requirements.



CONSIDERATION OF MOTIONS BROUGHT BEFORE THE BOARD FOR ACTION

SELECTION CRITERIA DOCUMENT FOR US INTERNATIONAL TEAM MEMBERS

TOPIC - In advance of the meeting, Barbara Price, Chair of the International Committee, had provided the Board with a document from the International Committee (IC) seeking approval for the criteria to be used to select an International Team for the 2026 WAVE World Championship. This is a criteria guideline document only, to be used to identify and evaluate High Performance Riders’ eligibility for the 2026 World Championship. Any competitors who achieve the required score components would be ranked by overall scores, the additional components reviewed, the IC would make detailed recommendations, and the Board of Directors (with any board members who are team contenders recused) would be responsible for final approvals.

The IC noted that the criteria is heavily weighted toward objective components based on scores provided by both WAVE and USAWE certified judges. This is modeled after many international sport (including equestrian) qualification protocols where demonstrated performance at sanctioned events is required. Additionally, the WAVE qualifying score component is a WAVE requirement and may not be changed. Whether or not any board members should be recused from the criteria approval is up to the Board of Directors. -- *requested by Barbara Price, IC Committee Chair*

Discussion included clarification that WAVE sets the qualification period (currently the qualification period began after the previous World Championship and will end when WAVE says it will end). Clarification that the scores at a WAVE Qualifying Competition must be over 62%, and Dressage and EOH can be earned separately. It is unclear at the moment whether each criteria will be equally weighted. The Committee’s intention is to leave some room for adjustment.

A suggestion for potential rewrite of section 3 criteria - The international committee, including but not limited to coaches, judges, managers and show officials will consider HP rider’s potential to contribute to the International Team’s success.

JULIE ALONZO, SECRETARY, made a motion; SARA BARNWELL, REGION 5 DIRECTOR, seconded

Motion #2: Approve the Selection Criteria document as presented by the International Committee with the addition of “including input from others” to Criteria #3, effective immediately.

→ **Motion passed by voice vote with 8 in favor, 1 opposed, 0 abstained, 3 recused, 1 absent.**

Director	Vote	Director	Vote
R1 Director – Sara Mackenzie	A	At Large Director 1 – Amy Star	R
R2 Director – Glynna Hoekstra	A	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	A	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	R	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	President Elect – Robin Bond	R
R6 Director – Cera Olson	NA	President – Tracey Erway	N
R7 Director – Pat Melton	A		

Key: A = Approve, N = Opposed, Abst. = Abstained, R = Recused, NA = Absent



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ADJURN MEETING

SARA BARNWELL, R5 DIRECTOR, made a motion; SARAH MACKENZIE, R1 DIRECTOR, seconded

Motion #3: Adjourn the meeting.

→ **Motion passed by voice vote with 12 in favor, 0 opposed, 0 abstained, 0 recused, 1 absent.**

Director	Vote	Director	Vote
R1 Director – Sara Mackenzie	A	At Large Director 1 – Amy Star	A
R2 Director – Glynn Hoekstra	A	At Large Director 2 – Holly Linz	A
R3 Director – Cyndi Harris	A	Treasurer – Leesa Nero	A
R4 Director – Kiki Pantaze	A	Secretary – Julie Alonzo	A
R5 Director – Sara Barnwell	A	President Elect – Robin Bond	A
R6 Director – Cera Olson	NA	President – Tracey Erway	A
R7 Director – Pat Melton	A		

Key: A = Approve, N = Opposed, Abst. = Abstained, R = Recused, NA = Absent

Meeting adjourned at 7:02 pm, Pacific