

EVUSA Region 4 Board Retreat

Day 2 - February 5, 2023

Rosie Brown, Kim Wellman, Andi Fineran, Allison Mitchell, Dena Madden, Kristin Landwehr,
Bella Elrick, Bonnie Prado, Loree Crow

- Sportsmanship/Horsemanship now “Awards Programs”
 - Horsemanship vs. Equine Education
 - Tied in together, but are separate entities
 - Horsemanship award similar to Sportsmanship
 - Per event award determined by committee with set criteria, and judge input
 - This would tend to be a club award. The whole club wins if their horses win.
 - Annual would be culmination of multiple factors, vs determined by membership; and the committee or the board would have kind of a final determination if necessary
 - Something for an individual. An all-around award program to develop a well rounded vaulter (maybe a paid program?)(this is where it ties into the equine education)
 - Focuses on safety, horse care, anatomy, tack and equipment, competitions (sportsmanship, rules, knowledge of your organization)
 - Written test, oral test, practical test
 - By age groups?
 - What is eligibility?
 - Same as what we've discussed for other qualifications
 - Making this part of the end of year highpoint awards distribution seems easiest
 - Maybe after final test at Octoberfest
 - Need some sort of manual/guidebook
 - Again, utilizing resources we have, not reinventing the wheel
 - Incentivise individuals, by also somehow awarding the club of the winner - the clubs *should be helping with this knowledge for ALL their vaulters
 - If they have the resources, it should be easy for coaches to provide info and encouragement to motivated individuals
 - There are plenty of cost-effective ways to incentivise as well (one-on-ones with clinicians, entry into events, awards themselves)

- Jane Kopperl, Loree, would love to be resources to help build this as well.
 - Timeframe to announce, educate, and roll out - officially @Nov 2023 educational event and rollout in 2024
 - Also a Horse of the Year award
 - Walk, Trot, Canter
 - Coolers for awards
 - Kristin will work on finding a sponsor to donate these
- Standardization of Class Lists
 - Green Horse/Warm up- not judged
 - Green horse on Saturdays, Warmup on Fridays?
 - Individual Classes
 - Tiny Tot - Boosted D compulsories and freestyle
 - Adult Novice 1 star- Boosted 1 star compulsories and freestyle
 - Adult 1 star- 1 star compulsories and freestyle
 - Walk Boosted D compulsories and freestyle
 - D Trot -Boosted D compulsories and freestyle
 - Novice 1 star Trot- Boosted 1 star compulsories and freestyle
 - Trot – 1 star compulsories and freestyle
 - D Canter- boosted D compulsories and freestyle
 - Preliminary 1 star Canter- Boosted 1 star compulsories and freestyle
 - 1 star Copper – 1 star compulsories and freestyle
 - 1 star Bronze- 1 star compulsories L, DOD freestyle, and compulsories R
 - 2 star Silver- 2 star compulsories L, and freestyle, and compulsories R
 - 2 star young vaulter Gold -2 star compulsories, modified Tech test, freestyle
 - 3 star- 3 star compulsories, Tech test, and freestyle
 - Under surcingle -CVI horse score - on Sundays?
 - PDD Freestyle 1 or 2 rounds
 - 1 star Walk Pas de Deux for walk/trot vaulters only.
 - 1 star Trot Pas de Deux
 - 1 star Canter Pas de Deux,
 - 2 star Canter Pas De Deux,
 - 3 star Canter Open Pas de Deux,
 - TWO PHASE
 - D Trot/Canter Two-Phase
 - 1 star Trot Team Two-Phase 1 star trot compulsories R and barrel freestyle
 - 1 star Canter Team Two-Phase- 1 star canter compulsories R and barrel freestyle
 - 2 star Canter Team Two-Phase 2 star canter compulsories R and barrel freestyle
 - Squad

- D Trot/Canter Team - D compulsories and freestyle
 - 1 star Trot Squad - 1 star team compulsories and freestyle
 - 1 star Canter (C) Squad - 1 star team compulsories and freestyle
 - 2 star Canter (B) Squad - 2 star team compulsories and freestyle
 - 3 star Canter (A) Squad - 3 star team compulsories and freestyle
 - Barrel classes determined by individual competition as determined by entries- not for regional awards?
 - A second/separate barrel arena is always beneficial if possible to have
 - Tiny Tot age 7 and under
 - Adult age 18 and over not in other individual class
 - D freestyle E and M moves
 - 1 star freestyle mostly E and M moves
 - 1 star DOD freestyle E, M and D moves
 - 2 and 3 star freestyle M, D, R moves
- Marketing and Outreach
 - Banners
 - Floor standup and ones to tie up on fences & whatnot
 - 3 of each, one for each active state (CO, NM, TX)
 - Standup - Ombre from bottom to top (navy up to light blue) 2x5 ish
 - R4 logo at top, some nice pics (Kim will surf through Tim's for some good ones), generic blurb about vaulting, QR code that leads to website
 - Hang up - 2x5ish as well. White background, Logo & writing in other region colors of Navy and Deep Red
 - Navy R4 logo to far left, "EVUSA Region 4" (in red?), full website (no QR on these)(again in navy?)
 - Sticker sales
 - Looking at 6" EVUSA R4 logo
 - About \$2.50 each to order
 - Sell for some profit to put back into Region 4 initiatives
 - Scott has some shirts we can have for free, slap our logo on for minimal \$\$ and use for what we prefer - event staff maybe?
 - He can also set up a store online - no inventory for us to hold on to
 - What would that look like?
 - Utilize this for sportsmanship awards - give the recipients a lovely certificate with store info on it as well, they go onto the store to order their personalized jacket in the correct size
 - Order the board more official gear of some sort?
 - Will research what gear might be nice, send it out for votes later
- Fundraising/Funds in General
 - We generally spend as much as we make just on running competitions
 - Last year some was taken out of savings to pay, then put back in later
 - Goal is to spend maybe \$35,000 a year; hopefully not that much, and then refresh it before we spend whatever is next

- Never below \$20,000 in the checking account would be ideal
- Sponsorships
 - Who do we outreach to?
 - What do we outreach for? Specific needs? Specific amounts?
 - You want to say, “we need a sponsorship for this, this, and this” not an open ended
 - You have to communicate, so that more than one person is not reaching out to the same potential sponsor(s)
 - Is this a per-event outreach? Or a per-objective?
 - Should be something like a yearly fundraising campaign
 - A big push every year with a start and end date
 - Many sponsors will repeat every year, but not on a continuous ongoing basis
- Funds we spend on outreach (demos, booths, expos) need to be fundraised, or somehow compensated for. We cant just put it all out there, and not get anything back.
- Kristin idea: for one event, have everyone bring something to donate toward a silent auction (free lesson, gift cards, pair of vaulting shoes, etc-something nice)
- Kristin idea: Raffle/Lottery tickets
 - Each member/vaulter is required to sell a set amount of tickets to whomever
 - Then at a set date/time there is a drawing for a few gift cards of various amounts
 - Do not have to be present to win
 - If tickets are \$5 each, and each vaulter sells \$50 worth, this is a huge fundraiser for us
 - How do we motivate kids to do it?
 - Say its mandatory if they want to be eligible for year end awards of any kind
 - Maybe top seller gets a little prize of some sort?
 - Everyone loves this idea!
 - Marketing committee will spearhead this
 - Bonnie and Kristin will research where to get tickets and how to distribute
 - Marketing committee meeting 2/16