

**MINUTES**  
**CDS East Bay Chapter Board of Directors (BOD) Meeting**  
**Monday, January 10, 2011**

**Call to Order:** 7:03 pm  
**Adjourn:** 8:52 pm  
**Chairperson:** Amy Mezey  
**Location:** Teleconference Call

**Attendees:** Amanda Apesos, Jan Bauman, Connie Dahl, Tinsley Davis Cohen, Kris Kalstrom, Robin Katherman, Emily McDonald, Amy Mezey, Wendy Morris, Linda Stalcup, Ann Zerega

**Absent:** Carol Alonso, Diana Bicksler, Amy Riker, Justine Wilson

**Minutes from prior meeting:**

Minutes from 11/20/10 meeting; motion made, seconded, and passed (m/s/p) to approve the minutes.

**I. CHAIR'S REPORT - Amy Mezey**

**Term Limits Change Discussion and Possible Vote**

A motion was m/s/p that for the standing rules from 2008, we change the rule under 1.c to make the length of term 3 years, starting with the officers elected to begin their terms on January 1, 2010; under 1.d, officers may serve no more than 2 terms consecutively.

**January 21-23 CDS Annual Meeting in Los Angeles**

Amy M and Linda will be attending. Linda will take the lead on the basket, which has a theme aimed toward a pampered rider/rider indulgences.

**Discussion on prioritizing ideas for 2011 programs/events/workshops**

Following is the list of potential programs that will be discussed further and prioritized at a future meeting:

- a) Seminar on Equine Whole Food Diet
- b) Clinic on Rider's Seat and Position - Alexander Technique
- c) Sports Psychology Lecture
- d) L Judge Program
- e) Another USDF Trainer's Certification Program, T-2 or T-4
- f) USDF Trainer's Certification Testing
- g) Toolbox Series
- h) Big name clinician
- i) Continued new test seminars/workshops
- j) Grow a Scribe Program

**II. OFFICER'S REPORTS**

**Treasurer – Connie Dahl**

We have two accounts: the Wells Fargo account has \$492 and the main account has \$14,677. Cash in was \$38,924; cash out was \$39,987. One of the main reasons we had a deficit is that we have prepaid roughly 1/2 of our 2011 award dinner costs, so when that is taken into consideration, we will have a positive number for 2010. The Ride a Test Workshop in December came very close to breaking even. With the scholarship money we received, we put the clinic on for about \$370.

**2011 Show Planning - Robin Katherman**

We will have two "S" judges April 23 at La Jolla; Barbie Breen Gurley will be the second one. Ruth Shirkey will be part of our show team in 2011.

**Newsletter/Chapter News - Linda Stalcup**

Linda has a Cavallia article she will post, and she has a very good inventory for chapter news.



**Website - Ann Zerega**

Based on survey results, they narrowed it down to three things they think members would like done: (1) they want emails telling them something new has been posted, so we will set up a regular way to do this; (2) people want a tweet when there is new info on the website, so we are looking into becoming part of the twitter community; (3) people want to see more articles by and about chapter members and more articles about training. Members had no interest in doing classified ads.

Ann would like to move our posting from our current free one to a sponsor that charges minimal rates of \$10 to \$15/month because our current one does not provide proper customer service. With the proposed new vendor, we would get full service with automatic security service, automatic backups, automatic upgrades in exchange for our fee. Amy asked if there were any objections; none were raised.

**2011 Annual Awards Dinner - Amy Mezey for Diana Bicksler**

Equestrian Entries will be the sole way to rsvp-- we will not take any paper responses. A postcard will be sent to members reminding them of the event and telling them they need to rsvp through Equestrian Entries.

**Education & Programs - Emily McDonald and Tinsley Cohen**

**Review of November 20 Western Saddlery Event - Tinsley**

The raffle worked well, so we will do that again. We had close to 100 people attend. This year we are looking at May 21 and November 19 as potential dates, but will need to check with Western Saddlery on their availability.

**Review of December 11 New Test Riding Seminar - Amy Mezey**

We had 135 people sign up to attend. Each participant received a packet of all tests along with biographies on the riders and judges. The DVD's are in production.

**Review of First two USDF Trainer's Certification Workshops - Emily**

There were 20-25 auditors. We need to run two workshops to get enough participants to fill a certification program, which would be our next step. Feedback was that Rachel was fabulous--she set everyone up for success. We would have benefitted from having a better quality sound system. Connie has a person who has the capability to assess our current sound system and make recommendations for a new system; she will proceed with having her resource make these assessments.

**III. ADDITIONAL BUSINESS**

**Discussion - Planning March and April Board Meeting Dates**

Monday March 14, 7-9 pm conference call

May 7, 3-6 pm at Kris's home

Monday, June 13, 7-9 conference call

**Agenda Items for February 13 Board Meeting**

Amanda will report on the Volunteer of the Year awards

Status of instructor workshops

Status of dinner

**IV. NEXT MEETING**

February 13, 3-6 pm, Tinsley's home, Berkeley

Respectfully submitted,

Wendy Morris, Secretary