



**Winter Board Meeting Minutes
January 28-29, 2022**

Holiday Inn Express, 3580 SW 38th Ave, Ocala, FL 34474 Ocala, FL

Friday, January 28, 2022

1:00-2:30 pm **New Board Member Orientation**
Laurel Champlin, Stephanie Lynn, Lynn Campbell
Lance Bryson, Joe Whitt, Nancy Ditty, Barbara Crawford

3:00 - 4:30 pm **Board of Directors** - Chairmans Welcome and Theme for 2022

“Who Do You Know” – Report from Board Members Prospects & Planning reviewed the following:

- Individuals
- Corporate – who do you do business with
- Prospect Review & Updates
- Giving Cards

Saturday, January 30, 2022 - 8:00 am – 2:00 pm

Panel Discussion - Value of Foundation funded Programs

- Shannon Curl-Holbin, Tomorrows Horsemen graduate
- Donna Rae Shirey, Coaches Summit grant recipient
- Ian McFarlane, Youth of the Year Award national finalist

Laurel welcome new board members, thanked for coming, referred to orientation previous day, Introduction of guest speakers

- Shannon Curl - Tomorrows Horsemen
 - Thought she knew how to run her business, was not behind etc. but realized how much she did not know, recognized the importance of the presenters, her college was working for a horse trainer,
 - Program redefined from winning a trophy to maintaining a successful, financially sustainable business
 - Prompted to apply by customer and NSBA Past President, Bill Cosentino
- Donna Shirey - Coaches Summit
 - Retired from Marion Cty Fire, stands stallion, went to NSBA World Championship Show annually and loved the EWD classes, was asked to help run a horse show, and to add EWD classes, led her to apply to Coaches Summit, which inspire her to go to Therapeutic centers, discovered they wanted to show, and now adding classes locally and show opportunities
 - Her gain from CS was network, connections, helped with ideas for fundraisers, talked to others who are now interested in CS, logistics for needs for show, gathered support from others
 - Courage to go out in the EWD community and speak to needs, EWD Riders come alive on horseback



- Ian McFarlin - Youth of the Year
 - Learned about it from HJ judge that saw it online and encouraged to apply. Learned about the the NSBA, met and keeps contacts, at show was able to work with a fellow finalists.
 - The award recognizes the service, most reward resources and talent, this award was different because everyone, regardless of resources, can give back to their communities.
 - Review committee recognized the need to bring a finalist's recognition,
 - Get together was a great way to bring people together and feel a part of this...
 - Nancy Ditty, donor, was not entirely sure how much the saddle would bring, nor what the funds would allow us to award, the donors have trusted the FDN board, the experience of bringing them together, questioned whether the students knew that they could reapply

Meeting called to order at 9:20 am

Regular Business

September 2021 Minutes

Motion to approve, motion carries

Financial Report, discussion regarding Crisis Fund, indicated preference of elected / appointed Treasurer role be part of Crisis Fund committee as FDN representative rather than selected/appointed individual from office

Motion to approve, motion carries

Old Business

CRISIS FUND

Review historical; how many apply, what can be given, Trainer Sale given to Foundation, NSBA office will be providing past parameters of what the program entails and outreach. Foundation responsible for incorporating in Program of Work and determining best timing for application and discussion. Continue to share the recipient's stories, pending applications.

Potential fundraising opportunities include outreach to existing shows, becoming a charity of choice for shows, paid warm ups

- HJ activity, ask WEC to potentially offer at Winter Series.
- Current NSBA special events. Reach out to Show Managers.
- Crisis Fund Matching Donor - 50 Trainers – month of training MATCHING GIFT Campaign
- Increase visibility in Hunter Jumper discipline
- Trainer Sale - Foundation Feature (June), roll out, marketed after sold

New Business

PLAN OF WORK 2022

CHAMPION FUND

- Silent Auction 2022
 - Silent auction procedure; Letters to all past donors, create and receive all items, forms online
 - Each board member to bring one item forward - 06/01/22 Goal – historical \$60K. Realistic \$100K. Most important of all we do.
- Spring General Appeal - April



- Giving Tuesday – November
- Winter General Appeal - December
- New Fundraising for 2022 – Social Media /Nationwide/ Envelope Challenge
- Cowgirls ROC
 - Consider building a donation award into the award, in 2022, one recipient only. Budget approval from 2021 was \$1500. Donor (Roger Call) has contributed \$3000, Carrie Oakley continued involvement and direction.
 - Share with NSBA BOD in February meeting for nominations. Due February 28 to office from all.

EDUCATION

- Raising the Future Education Program; first pitched in 2019 to an ApHC member, Lynn in continued talks with potential funders, opportunity to match, ideally looking to fund a ten year program for \$1 Million dollars
- Veteran Boot; camp USU held back on 2021 VA funding during covid to do large scale boot camp. Funds no longer available. Outreach to land grant university, looking to work together to quantify the results, NSBA seeking to grow the competition among the Veteran riders.

Karl Hoopes indicated USU hesitant to approve studies, able to do clinical research review because of relation with VA and IRB, institutional review board. Veterans want competition, are mission driven, end goals are important.

- Youth of the Year Fundraiser for Susan Scott Memorial Fund for Youth of the Year Drawing numbers from 1-500 for an item, if donated item To Be Determined; product, (such as 4 Star Trailer), goal for funds to be raised, method of raising funds
- Scholarships Value of traditional scholarship, is there value for small scholarships. Needs further discussion as to combine, eliminate /move funds to other area of scholarships.

Subcommittee appointed to review, Beth Hartman, Nancy Ditty, Karl Hoopes

- Coaches Summit
- Tomorrows Horsemen
 - February DFW, May Gurnee, December DFW
 - Dave Dellin Personal Development, Chad Horkey Financial Facilitator
 - Graduation in 2023 most likely to be in Las Vegas
 - Twelve students accepted in program

EWD /HOH

- Congress EWD funding update 2022
- Duplication of Hereos on Horses – Arizona Sun Circuit March 8-9, 2022
- Sponsor A Rider Campaign – March 1- May 31, 2022

CRISIS FUND

- March to the Arch / Show For Dough Potential for Crisis Fund



**ANIMAL WELFARE
CLOSE**

2022 FOUNDATION BOARD MEETING DATES

2022 Dates

May 16-17

Chicago, IL with NSBA Board of Directors

September 19-20

DFW, TX area TBD

***All dates, locations and timing are tentative.*