Members Present: Roxane Durant, Suzanne Flaig, Chrissy Hannon, Marnye Langer (Chair), and Colleen Seely (5)

Members Not Present: Ruthanna Bridges, Jessica Daenen, and Jill McGrady (3)

Also Present: Whitney Barnard (Committee Liaison)

I. Welcome and Roll Call
   • Ms. Langer called the meeting to order at 3:05pm ET and Whitney Barnard performed roll call. A quorum was met with five voting members present.

II. Approval of the minutes
   • Ms. Durant moved to approve the minutes from April 10, 2019. Ms. Langer seconded and the motion passed.
   • Ms. Durant moved to approve the minutes from July 10, 2019. Ms. Langer seconded and the motion passed.

III. “Did Not Renew” RRAs update
    Ms. Langer asked committee members for an update on their “did not renew” assignments. Many RRAs have not replied or given a response. However, several indicated the following:
    1. Some were unaware that they were no longer an RRA
    2. Some felt the program did not offer enough benefits for the cost
    3. Some observed that no new clients came from participating in the program
    Several indicated they would consider reapplying but wanted to wait until the new competition year to maximize their membership fee.

IV. Resources research continued
    Ms. Langer asked if anyone had completed research into some of the resources potentially available to RRAs. Ms. Seely talked about a webinar/video series offered by Anne Kursinski. Much like Equestrian Coach, it offers educational content for a monthly fee. Ms. Langer offered to reach out to Bernie Traurig with Equestrian Coach and Equestrian Professional to inquire about a discount for RRAs. Ms. Flaig also spoke to a new AQHA program called AQHALead that focused on building leadership skills for youth. Ms. Durant offered to look
into a Paint Horse Association horsemanship program. Ms. Langer will reorganize the list for distribution to the committee.

V. Communication avenues
Ms. Barnard recommended that the committee utilize the Affiliates Newsletter that goes out periodically to communicate information and events with RRAs. This would give RRA exposure to the other affiliates but also keep information consolidated in a shared format. The committee liked this idea but still was interested in creating an RRA-only newsletter. Ms. Barnard had concerns about the ability to create enough content but Ms. Langer offered to work on an initial proposal to consider. Ms. Barnard also suggested a closed Facebook group to allow for open discussion and dissemination of information. The committee was not in favor of this idea as managing a social media group is incredibly challenging and a lot of work. There was a suggestion to reach out to current RRAs to find out from them what their expectations were for the program, inform them that there is now a committee, and share that the committee is available to be a voice for RRAs. Ms. Langer agreed that this was a great idea and something they could move forward with soon.

VI. Rolling membership
After discussion with ex-RRAs, the committee observed that moving to a rolling renewal or pro-rated renewal would be beneficial. USHJA has concerns with rolling renewals due to the challenges associated with budgeting and financials. Pro-rating would be easier for budgeting but could be more challenging to manage with manual applications. Ms. Hannon motioned to run a promotion inviting trainers and lesson programs to apply to the RRA program for $40 for the remainder of the competition year. Ms. Flaig seconded and the motion passed. Ms. Langer will put together an ad and share it with Ms. Barnard for distribution in the coming weeks.

VII. Old Business
- There was no old business to discuss

VIII. New Business
As a member of the Awards Committee, Ms. Langer asked the committee to offer recommendations for the Jane Marshall Dillon Award. This award honors riding instructors, as opposed to horse trainers, who have built a career in the industry focusing on riding instruction that builds a strong rider foundation. Recommendations can be sent to Ms. Langer; please include a short description of the instructor and why he/she deserves this honor.

IX. Adjourn
- Ms. Flaig motioned to adjourn and the meeting was adjourned at 3:59pm ET.

Respectfully Submitted,

Whitney Barnard
USHJA Assistant Managing Director of Education/Committee Liaison

USHJA Recognized Riding Academy Program Committee Meeting Minutes – July 24, 2019