



USHJA Recognized Riding Academy

Wednesday, January 22, 2020 12pm ET

Teleconference: 888-392-4560 Access Code: 99597

Members Present: Jill McGrady (Chair), Leighanne Brocki, and Suzanne Flaig (3)

Members Not Present: Roxane Durant, Colleen Seely, Chrissy Hannon, Ruthanna Bridges, and Stephanie Cook (5)

Also Present: Whitney Barnard (Committee Liaison)

I. Welcome and Roll Call

- Ms. McGrady called the meeting to order at 12:06pm ET and Whitney Barnard performed roll call. A quorum was met with three voting members present

II. Approval of the minutes from 9/18/19, review meeting notes from 11/13/19 and 12/10/19

- Ms. Flaig motioned to approve the minutes from September 18, 2019. Ms. Brocki seconded and the motion passed.

III. New for 2020 Update

Ms. Barnard informed the group that thus far, 56 RRAs have renewed in 2020. There were 72 RRAs in 2019 and she recently sent out a renewal reminder asking them to consider renewing again. RRA info will be sent out in newsletters to the membership and affiliates in January and February. Additionally, Ms. Barnard is scheduling a call with IEA to work with them on a February promo and plans to recruit new RRAs through IEA. Ms. McGrady requested a list of non-renewals to potentially reach out to them to encourage them to participate again in 2020. As a reminder, being an RRA is a requirement to be on the committee so be sure to renew by February 1st.

The committee reviewed the Marketing Tool Kit and agreed that the items listed were thorough and beneficial. A clarification regarding the Hodges Badge ribbons will be added. Ms. Barnard hopes to get this out to current RRAs in early February pending the status of the project with the Art/Design Dept. It was suggested that these items also be shared within the FB group to help with communication and engagement.

Ms. Barnard reminded the group that they will be receiving a new invite to an updated RRA FB group. Please accept the invite and include your RRA name and RRA ID to gain access. The current plan is to allow 2-3 staff from each RRA entrance into the group so they are

easily tracked. Ms. Barnard hopes to draft an email invitation to send to current RRAs by the first week of February. The committee agreed to help brainstorm topic areas that can be used to help keep the discussion going amongst the members. It is the entire committee's responsibility to help keep the group engaged.

IV. Goals for 2020

Ms. McGrady reviewed the Outreach 101. Its purpose is to help RRAs navigate the Outreach program and to encourage them to participate in and host Outreach competitions. This will be available on the Marketing Tool Kit and can be shared within the FB group. The committee felt it was comprehensive and clear. There was a suggestion to include the cost of ribbons within the cost outline and to mention the discount offered by Hodges and Prize Possessions.

Ms. Barnard talked a bit about the webinar program. Approximately eight+ webinars will be offered throughout 2020. Some will be geared towards the average horse owner/rider and others will be geared towards professionals. These will be free and available to members and non-members.

Ms. McGrady showed an interest in hosting an RRA clinic/symposium in 2020 to offer educational opportunities for area instructors, including RRAs. Seminars offered could cover topics pertinent to professionals and instructors such as insurance, how to transition a young rider from cantering to jumping, how to properly fit a helmet, etc. A survey could be sent to identify the need and areas of interest for clinic topics. Ms. Brocki agreed to work with Ms. McGrady to develop an outline of the clinic for committee review. Ms. Barnard reminded the group to consider volunteers and clinicians, costs, travel, and locations. The goal is to host one in 2020.

V. Schedule upcoming calls

To help bring stability and allow for future planning, the committee decided to hold regularly scheduled meetings at the same day/time each month. Meetings will be held on the 2nd Wednesday of every month at 12pm ET unless otherwise announced. Please schedule the following meetings and plan to attend when possible:

- February 12, 12pm ET July 8, 12pm ET
- March 11, 12pm ET Aug 12, 12pm ET
- April 8, 12pm ET Sept 9, 12pm ET
- May 13, 12pm ET Oct 14, 12pm ET
- June 19, 12pm ET Nov 11, 12pm ET

Please remember that the new attendance requirement for 2020 is 75%. Absences are no longer excused. For more information on the committee attendance policy, click [here](#).

VI. Old Business

- There was no old business to discuss

VII. New Business

- There was no new business to discuss

IX. Adjourn

- Ms. Flaig motioned to adjourn and the call was adjourned at 1:04pm ET.

Respectfully Submitted,

Whitney Barnard

USHJA Assistant Managing Director of Education/Committee Liaison