



**USHJA Recognized Riding Academy**

**Wednesday, November 13<sup>th</sup>, 2019      12pm ET**

**Teleconference: 888-392-4560      Access Code: 99597**

**Members Present:** Jill McGrady (Chair) and Suzanne Flaig (2)

**Members Not Present:** Leighanne Brocki, Roxane Durant, Colleen Seely, Chrissy Hannon, Ruthanna Bridges, and Jessica Daenen (6)

**Also Present:** Whitney Barnard (Committee Liaison)

**I. Welcome and Roll Call**

- Ms. McGrady called the meeting to order at 12:00pm ET and Whitney Barnard performed roll call. A quorum was not met with only two voting members present
- Ms. McGrady decided to review the agenda items though no actions were taken

**II. Approval of the minutes**

- Because a quorum was not met, no minutes were approved

**III. Promotion Update**

Ms. Barnard noted that 10 new RRAs applied in 2019 due to the September promotion. Hopefully they will also renew in 2020. The final total RRAs for 2019 is currently 72.

Two renewal reminders have been sent out and so far 16 RRAs have renewed and two renewals are in process.

**IV. Survey results**

After reviewing the survey results, it was observed that many of the ideas or suggestions proposed by participants are being addressed by the committee in 2020. The comments also imply that many RRAs don't fully understand their benefits and the committee should work to help clarify what is out there, the costs and time commitments, and consider ways to help make participating in those benefits easier.

Ms. Barnard will continue work on the marketing toolkit and Facebook group. She also suggested that RRAs not be included in the affiliate newsletters unless the topics pertained to RRAs (as they are considered a program and not affiliates) so as to avoid confusion. The Facebook group will suffice for added communication.

Lindsey Irvin is working with those RRAs who showed interest in hosting an education clinic. Ms. McGrady suggested scheduling an “RRA symposium” that would be held for RRA instructors/owners and gear the education concepts to business practices, etc. Ms. Barnard suggested looking at RRAs that are bundled in a specific location and scheduling this symposium in an area where multiple RRAs can attend at an affordable cost.

The group also discussed creating a process for requiring letters of recommendation, application follow up calls, and/or site visits for new applicants. Ms. Barnard suggested mimicking the HRA Committee’s Retirement Listing process. She offered to talk with management about looking into the cost of site visits. Ms. McGrady suggested periodic walk-throughs of RRAs when staff members are in the area to take a look around, provide guidance, and offer suggestions for improvements.

#### **V. Outreach**

Ms. McGrady would like to see RRAs get more involved in Outreach. She suggested sharing the survey results with Melanie Mader to help develop an “Outreach 101” document that helps outline the costs and time commitments. Perhaps offering an “Outreach for RRAs” webinar could help educate them as well as creating a mock show bill and course designs, like “Outreach in a Box”, to help make it easier for RRAs to offer this program.

#### **VI. Old Business**

- We hope to see everyone at the Annual Meeting in Denver. The RRA meeting is scheduled for Tuesday, December 10<sup>th</sup>, from 2:30-3:50pm. Visit the [website](#) for information on travel, reservations, and to register.

#### **VII. New Business**

- There was no new business to discuss

#### **IX. Adjourn**

- The call was completed at 12:54pm ET.

Respectfully Submitted,

Whitney Barnard

USHJA Assistant Managing Director of Education/Committee Liaison