



**USHJA Recognized Riding Academy**

**Wednesday, September 18<sup>th</sup>, 2019      12pm ET**  
**Teleconference: 888-392-4560      Access Code: 99597**

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

**Members Not Present:** Roxane Durant, Chrissy Hannon, Ruthanna Bridges, Jessica Daenen, and Colleen Seely (5)

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

**I. Welcome and Roll Call**

- Ms. McGrady called the meeting to order at 12:03pm ET and Whitney Barnard performed roll call. A quorum was met with three voting members present.

**II. Approval of the minutes**

- *Ms. Flaig moved to approve the minutes from July 24, 2019. Ms. McGrady seconded and the motion passed.*

**III. Updates**

Ms. McGrady asked Ms. Barnard to update the committee:

- Due to scheduling challenge, Ms. Langer chose to step down from the committee. Mary Babick appointed Jill McGrady as the new chair. She is excited to take on this new role but has never chaired a committee before so please bear with while we work together to learn the details of this position. Leighanne Brocki from French Hill Farm has also joined the committee to help continue building the program.
- The September promo went out to "ex" RRAs, TCP trainers, and other listed professionals. Reminders will be posted on Facebook throughout the month with a final reminder in late September. Currently we have had 4 applications submitted and approved. Please help share the promo with facilities you are familiar with, on social media, and at competitions.
- The RRA meeting is scheduled for Tuesday, December 10<sup>th</sup> from 2:30-3:50pm in Colorado at Annual Meeting. [Registration](#) will be open in October. We would love to have a solid committee turn out for this meeting as well as great audience participation so please encourage others to attend.

**IV. Brainstorm benefits for a survey**

Ms. McGrady asked the group for their thoughts on a few marketing and benefits ideas for RRAs in 2020. One suggestion included a flyer that could be printed and shared at local competitions encouraging people to ask about and join as an RRA. Ms. Barnard offered to have flyers made and will send 5-10 to each committee member as well as via email. Ms. Barnard also shared an idea from a fellow coworker about creating a “marketing tool” that clearly outlined the benefits offered to RRAs and how to easily access them.

The committee discussed a few other ideas including a private Facebook group, informational videos, adding info to the affiliate newsletter, TCP-formatted clinics for RRAs, etc. *Ms. McGrady made a motion to participate in the affiliate newsletters on an as-needed basis. Ms. Flaig seconded and the motion passed.* Ms. Barnard offered to create a survey to send out to current RRAs for their feedback on these ideas as well as suggestions for other benefits. One long term goal Ms. McGrady suggested the committee look into was to explore the possibility of conducting site visits on applicants in the future. This could help the RRA program to build consistency between all the academies as well as identify the applicants who need help meeting the standards outlined in the program.

Ms. Barnard offered to send out a Doodle survey to identify one day and time that this committee could plan on meeting every other month or so.

**VII. Old Business**

- There was no old business to discuss

**VIII. New Business**

- There was no new business to discuss

**IX. Adjourn**

- *Ms. Flaig motioned to adjourn and the meeting was adjourned at 12:45pm ET.*

Respectfully Submitted,

Whitney Barnard

USHJA Assistant Managing Director of Education/Committee Liaison