

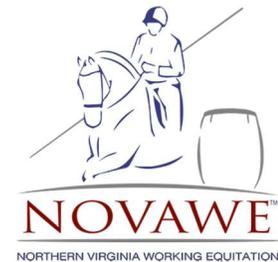
NOVAWE

Member Meeting -Recap

28 September 2019 / 6:00 PM / Another Turn Tack Shop

ATTENDEES

See Below



Social and Shopping Hour 5:00 pm

NOVAWE members were treated to an hour of shopping, socializing as well as beautiful and delicious food spread provided by the NOVAWE Social Committee.

President Biddie Lowry Started the Meeting 6:00 pm

Biddie Lowry welcomed everyone, thanked our Business Members Karen McCarthy and Adair Soho for inviting NOVAWE to hold this meeting at their Another Turn Tack Shop.

Biddie introduced herself telling her story which included these details: After being a lifetime resident of South Carolina, I moved to Northern Virginia to be close to family 3 years ago. Of course, I brought my horse Oliver with me and immediately started seeking out equestrian opportunities such as trail obstacles and dressage schooling shows.

She went on to recant NOVAWE's history by explaining that she had met Diane Hutchinson at a Judged Pleasure Ride in 2017; together they attended a few WE clinics and promptly fell in love with the sport. Since there were few WE opportunities in Northern Virginia, Diane and Biddie decided to promote the WE in hopes of starting a grassroots movement to fuel the sport's growth locally.

Facebook Group Created. After attending two Rated WE Shows in 2018, Biddie created the public Facebook group called Northern Virginia Working Equitation with the goal of promoting the growth of WE through education and posting local WE events. After a year, this group has over **320 followers**. Biddie also began to organize events for WE and encouraged other organizers to create opportunities and to learn about WE.

Group Member Organization. That was only the beginning. "In the spring of 2019, Diane and I decided that we wanted to join the parent organization, the Confederation for Working Equitation by becoming a Group Member Organization. In June, Laura Guillaudeu agreed to join our organization and we became the Official Board of NOVAWE," explained Biddie. She continued, "NOVAWE opened up for membership on August 1, 2019. We now have 55 individual members and 5 business members. Please visit our website at www.novawe.org."

To-date Biddie and later NOVAWE has offered: Clinics, PlayDays, a Schooling Show, a Demo to the Loudoun Hunt Pony Club and 2 months of WE Wednesday lessons and 1 month of NOVAWE Wednesday lessons at Bella Vita Stables with Allison Reed.

Summer 2019 NOVAWE Rated Show Highlights Since becoming a formal organization, we have organized and attended two rated WE shows as a group:

- July - Six NOVAWE Founding Members competed in the ERAHC Birchtown Stables Working Equitation Show in Forest City, PA, July 20-21. Members won Championships and Reserve Championships in the Level 1 Amateur, Level 2 Open Novice A, and also won Dressage and Ease of Handling in the Level 2 Amateur Novice A.
- Aug - Seven NOVAWE Founding members competed at the ERAHC "Virginia Classic" Show at the Virginia Horse Center-winning every division entered! (Level 1 Amateur, Level 2 Amateur, Level 2 Open)

SEE www.NOVAWE.Org "NEWS" for complete stories

Upcoming NOVAWE and Member Hosted 2019 Events: NOVAWE members will receive a 5-day advance notice for registration purposes of NOVAWE hosted events (via email and FaceBook)

All events (NOVAWE Hosted and NOVAWE Member hosted events) are posted on our website's Event Calendar www.novawe.org.

2019 NOVAWE Calendar:

October

5th: WE Clinic & Ride an EOH Course with Allison Reed at Oak Spring Equestrian, Woodbine, MD -- Barbara Sullivan: oakspringequestrianllc@gmail.com

13th: WE Clinic with Allison Reed at Timber Dream Farm, Purcellville, VA --Jackie Patch: timberdreamfarm@gmail.com

14th: WE Playday at Timber Dream Farm, Purcellville, VA --Jackie Patch: timberdreamfarm@gmail.com

19th: NOVAWE Halloween Play Day at Bella Vita Stables, Catharpin, VA --Biddie Lowry: novawe.blowry@gmail.com

26th: WE Schooling Show at Oak Spring Equestrian, Woodbine, MD Dr. Jill Glasspool Malone, L Judge | Barbara Sullivan: oakspringequestrianllc@gmail.com

November

3rd: NOVAWE Presentation to Casanova Warrenton Pony Club, (Location TBD).

4th: WE Clinic with Stephanie Jennings for Loudoun Hunt Pony Club members (Morven Park)

9th: Movin' On Up NOVAWE Schooling Show at Bella Vita Stables, Catharpin, VA Kimberly Garvis da Silva, L Judge | Biddie Lowry: novawe.blowry@gmail.com

16th: WE Clinic with Allison Reed at Magnolia Equestrian Center, Stevensburg, VA --Michelle von Schmidt-Pauli: magnoliaequestrian@yahoo.com

December

11th-15th: Rolf Janzen Private Lessons (2 days) and WE Clinic (3 days) at Oak Spring Equestrian, Woodbine, MD | Barbara Sullivan: oakspringequestrianllc@gmail.com

Planning Events for 2020. The Board is busy planning events for 2020 which will include more Allison Reed Clinics and events, and NOVAWE is working to bring in some amazing clinicians from near and far. We will also offer playdays, local clinics, and schooling shows.

Tarren Warren is coming in April 4-5, and we are working to secure Kat Waters, Brendan Wise and possibly a horsemanship clinician, in addition to a cattle work clinic with Stephanie and Mike Jennings.

Biddie also read NOVAWE's Mission.

Our mission is: Northern Virginia Working Equitation is a member club dedicated to promoting the growth of the equestrian sport of Working Equitation in Northern Virginia and the surrounding areas through education and Working Equitation (WE) activities. This organization welcomes all equestrian disciplines, offers opportunities to advance mounted skills and knowledge of WE, and encourages the development of a harmonious relationship between horse and rider.

A key sentiment expressed through discussion was how important NOVAWE's work is, growing this sport in the region. No doubt our efforts will fuel awareness and acceptance, and before long, Working Equitation will become a major discipline; we will have been a key force in its history. This is inspiring, valuable, important, and fun.

NOVAWE Vice President/Secretary-Treasurer was introduced. Diane Hutchinson is a 30 year resident of Northern Virginia, originally from California. In addition to being a "numbers person", Diane has experience in marketing and publicity and is leading the Marketing Committee, the Fundraising Committee and the Sponsor Committee. Diane has enjoyed learning WE and has competed in rated shows successful on her Oldenburg Pinto mare Stella.

NOVAWE strives to be transparent and we take seriously our Stewardship of WE and our governance of the Members' interests. We will be putting out a survey very soon to collect your interests and ideas to help us grow. If you have ideas and/or can help with any of our committees, please contact a board member or send an email through the website or to NOVAWE.info@gmail.com

Diane presented the Treasury Report.

Current Bank Balance \$5,004.63

REVENUE (YTD)

Membership	\$2,074.72
Business Members	\$496.80
Donations	\$889.60
Logo Wear	\$926.92
Events	\$2,087.47

Total Revenue \$6,475.51

EXPENSES (YTD)

Promotion	\$534.50
Web Site	\$170.00
Logo Wear	\$631.12
Administrative	\$77.35
Events	\$1,379.87
Total Expenses	\$2,792.84

* Liabilities: \$2,681.62 (\$1,500 start-up Capital and \$1,181.62 start up expenses to be reimbursed to board members)

Upcoming (October) expenses include Liability Insurance for the Club (Great American quoted \$1,050), October Play Day and November Show expenses.

Diane also is Chairman of the MARKETING, SPONSORSHIP & FUNDRAISING COMMITTEES:

We need volunteers to join these committees to help us, please let us know how you can help.

MARKETING: Four members have expressed they can help with Marketing. Kathi Watts and Joanne Masterson will help with Mail Chimp and the Website; Kathi volunteered to also help with MailChimp Survey. Kristen Mango will help with writing (contributed the new "Spotlight" feature on the homepage of the website: Allison Reed); and Nancy Jean Wilochka indicated she had a media background and could assist with marketing material, design and review.

Marketing Committee -- Getting the word about about NOVAWE "out there"

- Facebook (Biddie)
- Website (Diane) with support from Kathi Watts and Joanne Masterson
- Promote NOVAWE and Local WE Events through NOVAWE social media
- Produce flyers and marketing materials, etc
- Produce and distribute press releases
- Improve media list - equine community list to send press releases
- Instagram
- YouTube Channel

FUNDRAISING: Desperately need help to coordinate the following and more:

-On-Line Auction (donated by NOVAWE Business Member Pro Horse Services) (tentative Auction in February -- need to start working on it now. We are seeking a Coordinator to work with Stephanie and other Members for solicitations of items to auction. Need quality items donated to Auction.

-Other Fundraising Ideas:

- a. Possibly Obstacle Desensitization Event
- b. Raffles at Horse Shows
- c. Sell photos from clinics/ shows to participants
- d. At the Meeting there was suggestion to “design” how to build WE obstacles and sell the plans.

Funds are needed for renting indoor areas for our clinics, shows, playdays as well as bringing in out-of-state clinicians. As we grow our membership’s knowledge of WE and horsemanship, we can then invest in helping area professionals’ education of WE. Eventually, we will have more local clinicians, judges and technical delegates (TD).

Send us your ideas!

SPONSORSHIP

See the new Sponsorship page on the NOVAWE website. We need a committee chair and coordinators to help with securing sponsors for our shows and other events.

Secretary Report

- Formal agenda and minutes for all board meetings and other meetings are posted on Website > NOVAWE Information & Documents tab
- Diane submits monthly Activity Summary Report to Confederation Region 6 (also posted on Website)

Vice President/Membership Laura Guillaudeu was introduced by Biddie. Laura has lived in the area for 32 years, originally from Wisconsin. She is a Registered Nurse and Nursing Supervisor and has plenty of experience in caring and organizing. Laura is also the Hospitality Committee Chair and has experienced great success in the Intro level with her paint mare Dreamer.

Membership Report

- Current number of Founding Members -- 55
- Current number of Business members -- 5
- Recruiting efforts for obtaining new members for 2020
- All Founding members do not need to “re-up” for 2020 but we are campaigning to double our membership in 2020 so tell your friends. If each member brings a friend to the organization we will meet our goal.
- Review Membership benefits (see membership form)

Logo Wear Laura heads the Logo Wear offerings and manages all ordering. She provided an overview of the ordering process for polo shirts. She also showed samples (saddle pads and other shirts, vests, and gave an overview of how to order “special Items.” There are forms on the Website Membership Page for ordering logo wear. If you need help, contact Laura or email novawe.info@gmail.com.

Items (shirts, saddle pads, etc.) can be purchased at Another Turn Tack (10% discount to NOVAVE members) and left there for pick-up to be embroidered. Leave clear instructions with all items left with Another Turn Tack (or with Laura) and also complete a “Shirt” or “Special Items order form” to coordinate with Laura for pickup/delivery. **(For all orders you must fill out order form on Website and pay (paypal or check)).**

Hospitality Report

- Still developing role--Hospitality coordinates and assists with organizing food, drinks, set up, overseeing and take down for NOVAVE events.
- Ensuring our guests-Clinicians, trainers, judges are taken care of and needs are met during the event.
- Obtain volunteers for assisting or for purchasing, preparing and delivering food/drink (AND/Or coordinate with VOLUNTEER COMMITTEE CHAIR)
- Maintaining necessary supplies and replenishing supplies.
- We will need volunteers to serve on the Committee and/or help out with specific events.
- WE NEED A VOLUNTEER COMMITTEE CHAIR.

4. Biddie introduced Allison (Alli) Reed, our speaker for tonight.

Alli presented “How WE has improved horse and rider understanding of balance, transitions, and trust.” She also spoke on issues related to growing the WE Sport and the need for additional WE instructors.

Alli is a very sought out instructor and clinician for WE events and is currently working on her WE “L” license. Alli has conducted 14 Working Equitation clinics, playdays, course practice days, and Fix-it-Tests since June of 2018 at several different farms. She ran the popular weekly WE Wednesday lesson program at her farm in June, July, and August.

A new SPOTLIGHT article - Allison Reed Article is on the Home page of www.NOVAWE.org -- check it out and learn more about this impressive professional.

The NOVAVE Board and Alli then held a Question and Answer period

The discussion included WE Rules and our goals to teach correct rules and riding for successful practice of Working Equitation. The discussion did stress the value of WE as a cross-training exercise for horses of any discipline. Members should not feel pressured to “show,” but should they wish to try showing, NOVAVE will prepare them and provide them a friendly and low stress venue to get started in showing WE.

As a follow-up, Biddie has posted on the FaceBook the gait requirements for Ease of Handling Levels 1-3.

There was also a passionate discussion about the “vibe” of the NOVAWE membership body. Biddie provided that she thought, because WE welcomes all breeds and disciplines, that those attracted to WE tend to be “accepting” and “appreciative” of others different from themselves. There was general agreement that this could explain why the NOVAWE “family” is so friendly and supportive. That, and the **food** as we have demonstrated at all our events that we like to share good food :-).

Thank you to those who were able to make the meeting and for those who couldn't; we hope this recap is useful. We will try and do another member meeting, maybe a conference call or a year-end type meeting. Look for the Survey (next month) and tell us what works best for you.

Happy Weeeeeeing. #NOVAWE #WEtogether.

Two door prizes were “drawn”

Jeannie Whited won an entry to a Playday Event and Susanne DeSaix won a NOVAWE polo shirt.

Closing: Biddie **thanked everyone for coming tonight, Another Turn Tack** for hosting this event, everyone for joining NOVAWE, and helping grow this important WE discipline here in Northern Virginia!

Special thanks to the Wine providers:

Fabbioli Wine Cellars

15669 Limestone School Rd, Leesburg, VA 20176

Doukenie Winery

14727 Mountain Rd, Hillsboro, VA 20132

NOVAWE Meeting Attendees:

Biddie Lowry	Diane Hutchinson	Laura Guillaudeu
Judy and Pat Brescia	Suzanne DeSaix	Suzanne Gonzalez
Amanda Hoffner	Martha Hummer (guest)	Stephanie Jennings

Susan Koory	Kellie Lawrence	Karen McCarthy
Dee Mordas	Allison Reed	Jacqui Robertson
Cindy Sikes	Mellisa Mills Smith	Adair Soho
Barb Sullivan	Michelle Von Schmidt-Pauli	Jeannie Whited
Caroline York	Celia Spurzem	Hila Wever
Kathi Watts	Michele MacDonald	

9/30/19 - Approved as corrected, by Biddie Lowry, Diane Hutchinson, and Laura Guillaudeu