

2019 Southern Eventing and Dressage Association Summer Report  
Submitted by Nicole Miller, SEDA President

SEDA has been busy over the past year trying some new things.

The first major change was the development and institution of a new Volunteer Incentive Program. Everyone has problems energizing volunteers, and we are hoping this new program will result in a more eager volunteer base. The core of the new program is 'SEDA Bucks' which may be earned by volunteering. For every four hours over the required four hour minimum, members may earn \$10 in SEDA Bucks which may be used at club-sponsored events. In addition to the 'usual' volunteer opportunities, members may earn volunteer hours for setting up educational opportunities, writing articles for our newsletter / website, referring new members, and several other methods. We hope our members will take advantage of this more in the years to come: it's still new, so it remains to be seen how many SEDA Bucks will be awarded and how the program in general will be received.

We also tried some new things at our Awards Banquet to attempt to get interest in attending. Typically, our banquet is attended only by those receiving awards and their supporters. To get more participation and excitement about it, we coordinated a pirate theme, encouraged people to dress the part, had appropriate props and music, a swashbuckling sword fight with an errant pirate performed by some members and friends, pirate-themed goody bags at each place setting and more. In addition, we had a basket raffle with barns/groups bringing in baskets of whatever for which attendees could buy tickets. There was a prize for the most popular basket and the collected funds were also distributed as a 50/50 raffle with the club and one raffle ticket holder. We will continue to work on this aspect in the future with a lot of new ideas we received from last year's event. The banquet in January 2020 should be a roaring good time since the theme is likely to be the Roaring 20s.

Another program we are trying this year is a 'show refund raffle' for our members. Often, we get members complaining that the club just takes their money and they don't get anything out of it. So, since we have a perpetual problem of getting people to register early for shows, the Board decided to try this refund raffle. For each of the shows we put on, everyone who enters by a specified early registration date and meets additional requirements (ie, they must be a current member, entry must be complete and received on time, and a few more), is eligible for a drawing for a refund of their complete show entry fees. This includes the entire amount they sent in: stalls, shavings, show and office fees. It has not resulted in an onslaught of people registering early ... but it has made a few people really, really happy.

SEDA has also developed a Schooling Show Championships. We have so many members who never show at a licensed show, we wanted a way for all their hard work to pay off. At each of the club-recognized schooling shows in the area, competitors can pay \$10 to have their class count as a qualifier for the Schooling Show Championships. We are planning on running it like the 'real' Championships: full dress and braids and two

judges. So far, there has been a good bit of interest in this and we look forward to seeing the turnout at the inaugural show in December.

Over the course of the year, SEDA hosted a licensed dressage show, a licensed horse trials, and three schooling shows. We have a clinic in the works for this August in conjunction with our Adults Only schooling dressage show: it's an evening show to minimize the impact of the heat, and will be complete with a potluck tailgate party and 'frosty adult beverages'. We are hoping for a good turnout to that as well. The adults often complain that we do more for the younger riders, so this is something geared completely to them. Our Junior Classic did not happen this year due to difficulties in organizing it in time. We hope to bring that back next year.

Our licensed show was small, which is not unusual for us, but it continues to get smaller. Most competitors complain about the heat at the end of May. So, we are in the midst of moving it to this coming November. It will be the first show in the new competition year. We hope it will be well attended, but there is no way to know unless we try. Fingers crossed.

For 2020 we are looking at a few other clinics and educational opportunities, but have nothing confirmed just yet.

A lot has been done on the 'back end' by the Board documenting processes and updating job descriptions to better position the club for the future. We are still working on and cleaning up the paperwork mess inherited from previous administrations: we are awaiting word from the IRS on our non-profit status and have enlisted the services of an outside accountant familiar with non-profits to assist with tax paperwork and preparation.

2019 is an election year for SEDA, and we are beginning the process of determining who will run again for their positions and soliciting new candidates for the Board. Our elections will happen in November and the new Board will take over following our Awards Banquet the first weekend of February.