



2016 CLD Officers' Reports

PRESIDENT'S REPORT

CLD had a prosperous year in 2016. We ended the year with 90 members, up from last year's 86. (One of our new members includes Malcolm James Kuhn, age 1, on November 8, 2016. CLD welcomed Anastasia Rae Williams in July to the world too, part of our nine month plan to get new members...)

We held an subsidized clinic and lecture with Jennifer Malott-Kotylo in March which was enjoyed by all who attended.

We then held a very successful IceBreaker schooling show at Tower Hill in April with a total of 50 rides!

Lilo Fore joined us in June for a clinic after judging at our Classic I and II shows. Both were profitable financially as well as academically for our club!

The financially successful FireCracker show was held at Pratense Farm.

Also in July we watched our club member Jenna Upchurch, ride her way to a Silver Team Medal, a Gold individual Medal as well as the Gold Freestyle Medal at the NAJYRC in Parker, CO. What a fantastic year for her and her partner, Greystoke!

In October Melanie Michalak gave a musical freestyle clinic at Pratense Farm with CLD subsidizing the rate to show our appreciation to grass roots riders and volunteers.

The USDF Annual Convention will be held in St. Louis this year. CLD is sponsoring Fredbird as as a local highlight at the Welcome party on opening night.

Our struggles this year seem to be recruiting new people to join our board and to volunteer at various events throughout the year. It has been made clear we need a new manager for our Classic shows as well. New challenges will include holding our rated shows without the use of the coliseum at the Illinois State Fairgrounds.

Duties completed this year include:

- conducting monthly meetings
- composing an agenda for monthly meetings
- writing a monthly column for The Reader
- writing and sending out a membership drive letter to 92 previous members
- sending form and payment for the Classic ad in the 2016 Region 2 & 4 Omnibus
- managing the Icebreaker schooling show
- hosting our winter educational lecture for Jennifer Kotylo in March
- renewing competition licenses for USDF and USEF for our Classic I and II shows
- renewing insurance licenses for our CLD GMO as well as for our Classic I and II shows
- Send in paperwork for our GMO

- Delegate and for our GMO PM Delegate
- Send in paperwork for our convention basket
- File form to the Secretary of State to continue our status as a not-for-profit organization

Goals for 2017 include:

- continue to provide members with high quality educational clinics and lectures

- provide two schooling shows as well as two rated shows
- recruit new members with interest in becoming new board members
- recruit new show manager for the Classic shows
- maintain and potentially increase membership numbers
- find new ways to entice new members

Judy Nordstrom, President



VICE-PRESIDENT & MEMBERSHIP REPORT

This was my third year as Vice-president, and my fourth year as Membership Coordinator. I previously served as the Grassroots Coordinator for two years. We finished 2016 with 90 members, an increase from the 82 we had in 2015.

As a GMO member within the US Dressage Federation, CLD must send the Federation \$20.00 for each individual/primary or youth member, and \$10.00 for supporting family members.

I attended many of the monthly board meetings. I also assisted with tracking the RSVPs for the 2016 CenterLine Dressage Awards Banquet. For the upcoming year I plan to discuss with the other board members how we can continue to increase our memberships for 2017 and future years.

I look forward to serving as Vice-President and Membership Coordinator of CLD in 2017 and working with the other members of our board in hopes of having another successful year for CLD.

Kelly Griffith, Vice-President and Membership Secretary



NEWSLETTER EDITOR REPORT

Thanks for Editor Kim Jones for publishing the February 2016 *Reader*. Since then eight additional editions have been published in 2016.

Articles were submitted by:

Leslie Burket, Marilyn Weber, Pat McVary, Sue Graham, Jacquie Jackson (2), John Simpson, Rachel Hill-Jordan, Claudia Nissley (2), Jenna Upchurch, Kim Jones, Alice Martin (2). Diane Upchurch. They are listed in order of newsletters their articles appeared in. Again, thank you to contributing to *The Reader* giving us reports of club activities and individual achievements of members. A times nine thank you to President Judy Nordstrom and Secretary who add a letter and Minutes to each issue. Submissions are always welcome as are pictures of members and club activities.

Alice Martin, Editor, *The Reader*

AWARDS

In 2016, we had an increase in awards given from 2015. This number has been climbing steadily with 57 awards given for 2016. We were down from last year's 42 horse and rider combination to 38 this year. Schooling show participation was up however those participants did not submit nomination forms and scores for awards. Therefore, our schooling show awards were down from 7 to 3 this year, all being Juniors. Western Dressage doubled from last year with more participation from Juniors. Musical Freestyles showed a big increase over 2015 entries. With Western Dressage and Freestyle growing we were able to break the classes by category. We did add materiale classes this year.

Teresa Litchfield & Jordan Wilton, Awards Co-Chairs

TREASURER'S REPORT

Katie Keim, Treasurer

Balance Sheet as of 10/31/2015	11/5/16	12/31/15	\$ Change	% Change
Total Bank Balance	\$ 8,569.00	\$ 16,760.39	\$ (8,191.39)	-49%
Total CD Balance	\$ 25,693.25	\$ 15,650.18	\$ 10,043.07	64%

Net Income/(Loss) as of 10/31/2015	10/31/15	12/31/14	\$ Change	% Change
Classic Net Income/(Loss)	\$ 2,520.42	\$ 4,425.57	\$ (1,905.15)	-43%
Icebreaker Net Income/(Loss)	\$ 413.25	\$ (58.94)	\$ 472.19	-801%
Firecracker Net Income	\$ 714.50	\$ 487.05	\$ 227.45	47%
Net Membership/Other Income/(Loss)	\$ (1,796.49)	\$ (3,127.54)	\$ 1,331.05	-43%
Total Net Income/(Loss)	\$ 1,851.68	\$ 1,726.14	\$ 125.54	7%

EDUCATION REPORT

On June 27-28th, CLD hosted a Symposium featuring Lilo Fore immediately following the CLD Classic show. Eight riders were able to participate both days. All riders benefited and enjoyed their lessons due to Lilo's clear, concise, and positive instruction. Lunch was available both days for riders and auditors, thanks to Alice Martin.

Kate Fleming-Kuhn, Education Chair



SECRETARY'S REPORT

Responsibilities:

- 1) Record the monthly meeting minutes, posting to the WriteBoard for review and editing before being published in the Reader.
- 2) Prepare ballot for annual election and receive any snail mail ballots. The voting process and counting of the votes is now done electronically.

Activities:

This year we had seven Board Meetings for which minutes were prepared and posted to WriteBoard for editing and, once approved using electronic voting, the minutes were incorporated into *The Reader* (CLD Newsletter) for distribution to the general membership.

Periodically we have email (electronic) discussions on a variety of topics and, occasionally, voting is required. Electronic discussions appeared in many of the meeting minutes this year.

Leslie Burket, Secretary

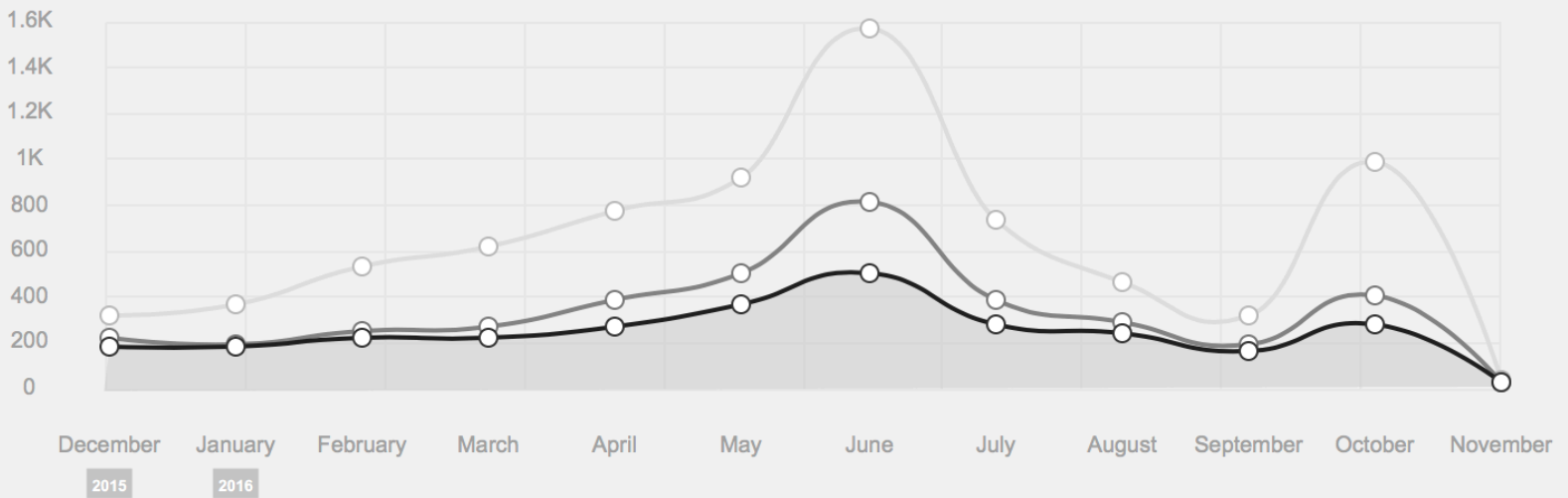


WEBMASTER REPORT

The CLD Website, accompanying e-mail newsletter, and FaceBook pages continue to be a popular resource for dressage enthusiasts in the central Illinois area and beyond.

Traffic & Referrals

As in years previous, the CLD website gets its highest level of traffic around the time of CLD Classic. This held true for 2016 with traffic marginally down from its peak in June 2015.



Facebook & Twitter

CLD’s FaceBook page continues to grow people with 441 people “liking” CLD, up from 229 the previous year. CLD’s Twitter has 28 followers, also up from previous years. CLD’s Facebook efforts are spearheaded by Jordan Wilton and occasionally assisted by Martin Kuhn.

E-mail Update Newsletter

From November 1, 2015 to October 31, 2016 we’ve sent out 13 email newsletters, down from 21 last year, to as many as 145 subscribers, up from 126 last year. The average rate of subscribers opening the emails is about 51%. The total number of times all newsletters have been opened for the year stands at 4,016.

♦ Traffic spiked to nearly 1,600 page views in June, marginally down from the peak at Classic last year. The awards related traffic surge in October was roughly 400 more page views than last year.

(all lines above represent 2016 traffic)

Martin Kuhn, Webmaster