



2018 CLD Officers' Reports

PRESIDENT'S REPORT

We concluded my fifth year as president with 69 members, same as last year. I believe it is worthwhile to send paper reminders to members to renew their memberships.

CLD provided one clinic, two schooling shows and two rated shows this year, all of which were successful and minimally profitable.

We were once again a sponsor for the Illinois Horse Fair in March and representatives for the sport of dressage and western dressage. There was a good following for the clinics given by Megan McIssac.

We updated our CLD clothing and I believe we should continue to promote sales at our events. It would be beneficial to have a person dedicated to doing this.

We tried themed schooling shows this year with fun prizes to try to spice things up a bit and add a little fun. We held contests on blingiest saddle pads and craziest socks.

In June we resumed holding our rated Classic shows at the fairgrounds. We ran long one ring shows each day that went off rather well. Here is hoping that the coliseum is back in working order by June 2019 for our next show!

We implemented a new requirement for our awards program this year which requires each owner to fulfill 3 volunteer hours or \$50 to be eligible to participate. Being our volunteer coordinator, I found it a real advantage to help find volunteers for our Classic shows.

In September our symposium chair, Kate Fleming-Kuhn, put on a fabulous clinic, hosting George Williams, USDF President. We had a great draw of people to ride and audit and everyone really enjoyed this educational opportunity.

I would like to find new ways to bring more fun into our events so that we can entice new members and engage all members to keep our club active and alive.

Judy Nordstrom, President



VICE-PRESIDENT & MEMBERSHIP REPORT


This was my fifth, and final, year as Vice-president, and my sixth year as Membership Coordinator. We finished 2018 with 69 members, the same number from 2017.

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. These dues are set to increase next year.

I look forward to relinquishing the duties of Vice-President of CLD in 2018 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

There were four issues of The Reader published in 2018. In addition web editor Martin Kuhn also issued eight online updates.

In September with the assistance of Judy Nordstrom, I supervised and served lunch and snacks to those attending the George Williams Education Days' clinic.



AWARDS

In 2018, we received 68 submissions of which only 65 met the requirements of active membership for owner and rider and the new volunteer hour requirements. This is up from 56 eligible submissions in 2017. We were up in horse and rider combinations as well, thirty-six this year versus thirty-three last year.

As in previous years the number of nominated horses outnumbered the number of horses submitting scores. To assist with that we have decided to revamp awards to make horses/riders competing in the Open or in CLD schooling shows only no longer have to submit scores only nominate.

Teresa Litchfield, Awards Chair



EDUCATION REPORT

On September 22 and 23, CLD hosted a Symposium featuring George Williams. Ten riders were able to participate both days. All riders benefited and enjoyed their lessons due to George's clear, concise, and positive instruction. Alice Martin provided lunch for the riders and Paula Briney contributed as well. The clinic was well attended by auditors.

Kate Fleming-Kuhn, Education Chair

TREASURER'S REPORT

Katie Keim, Treasurer

Note that Classic was cancelled in 2017 due to the Coliseum condemnation.

Net Income/(Loss) as of 10/31	10/31/2018	12/31/2017	\$ Change	% Change
Total Bank Balance	\$ 8,872.82	\$ 10,691.90	\$ (1,819.08)	-17%
Total CD Balance	\$ 25,789.22	\$ 25,746.23	\$ 42.99	0%

Net Income/(Loss) as of 10/31/2018	10/31/18	12/31/17	\$ Change	% Change
Classic Net Income/(Loss)	\$ 83.93	\$ (175.00)	\$ 258.93	148%
Icebreaker Net Income	\$ 344.87	\$ 383.25	\$ (38.38)	-10%
Firecracker Net Income	\$ 216.00	\$ 235.25	\$ (19.25)	-8%
Net Clinic Income/(Loss)	\$ 131.13	\$ 328.50	\$ (197.37)	-60%
Net Fundraiser Income	\$ 0.00	\$ 4,408.92	\$ (4,408.92)	-100%
Net Membership/Other Income/ (Loss)	\$ (2,552.02)	\$ (1,672.08)	\$ (879.94)	-53%
Total Net Income/(Loss)	\$ (1,776.09)	\$ 3,508.84	\$ (5,284.93)	(151%)



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, confirm (to voter) receipt of each vote, tally and submit the results.

Duties:

Minutes for each meeting were prepared and printed in the Reader (CLD Newsletter) after being reviewed online by the board members.

On occasion, we have email discussions on a variety of topics and, occasionally, voting is required. These discussions were tracked, recorded and included in the monthly minutes.

This year 19 online ballots were cast, up from 14 in 2017. No snail mail ballots were received. The proposed slate was accepted unanimously and new officers will be announced at the Awards Dinner on November 3rd.

Leslie Burket, Secretary

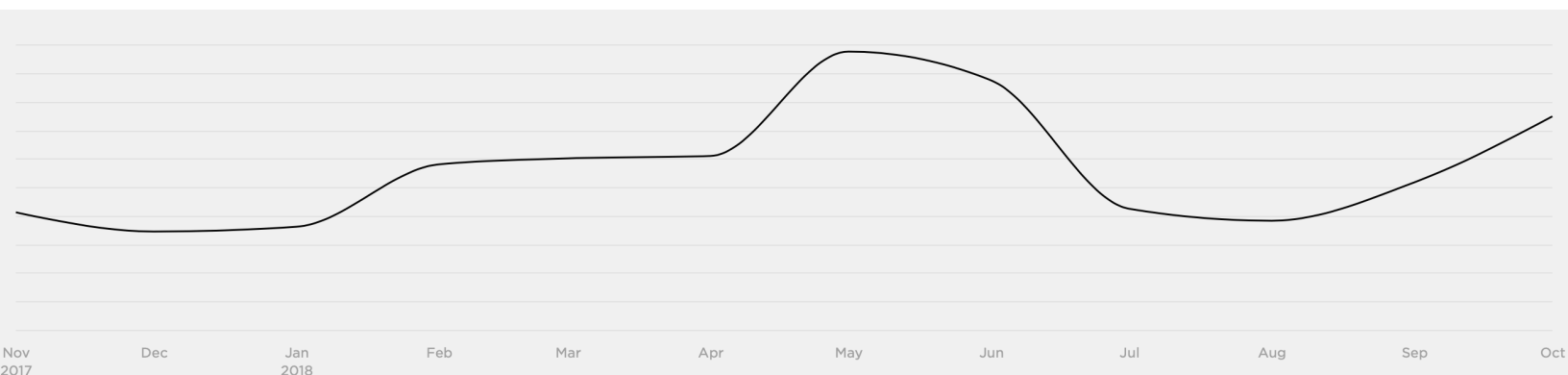


WEBMASTER REPORT

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. While we get 90% of our web traffic from the US, we enjoy single digit percentage traffic, or less, from Canada, Australia, the UK, China, Russia, India, Germany, the Netherlands, with Nigeria and Sweden tying for 10th place.



Facebook & Twitter

CLD's FaceBook page continues to grow people with 676 people "liking" CLD, up from just over 600 the previous year. CLD's Twitter has 48 followers, up slightly from last year. CLD's Facebook efforts are spearheaded by Jordan Wilton and occasionally assisted by Martin Kuhn.

E-mail Update Newsletter

From November 1, 2017 to October 31, 2018 we've sent out 9 email newsletters, down from 19 last year, to as many as 143 subscribers, down slightly from last year. The current number of subscribers stands at 141. The average rate of subscribers opening the emails is about 52% about what we did last year.

Martin Kuhn, Webmaster

