

To: USDF EXECUTIVE BOARD (EB)
From: USDF Staff
Date: March 26, 2025
Re: Activities Report

ADMINISTRATION

Governance

- The following governance documents have been posted on the USDF website since the 2024 convention.
 - 2023 Board of Governors (BOG) meeting minutes approved by the 2024 BOG
 - 2024 BOG meeting minutes (*draft*)
 - Policies and Procedures (*updated*)
 - Bylaws (*updated*)
 - Regional Director Guide (*updated*)
 - Council & Committee Handbook (*updated*)
 - EB meeting minutes: Fall 2024 and February 17, 2025
- Incoming and continuing committee chairs and members received an e-mail communication from the USDF office which contained a web link to USDF's most current governance documents, as well as the respective 'thank you' or 'welcome' letter. Those outgoing received a 'thank you' letter and recognition certificate in the mail.

NOMINATING COMMITTEE:

GMO Delegate/Proxy Appointments

There were four GMOs eligible to appoint a delegate/proxy that did not have representation at the 2024 BOG meeting. These GMOs received an e-mail from USDF following the convention notifying them that they lacked representation on the BOG. The respective regional directors were copied on those e-mails. The letter encouraged the GMO to appoint representation for future BOG meetings.

PM Delegate and Executive Board Nominations

PM delegate and Executive Board nominations are open. A communication soliciting nominees for PM delegates and the Executive Board appeared in the February, March, and April eNews. An ad for nominations appeared in the January/February and March/April issues of *USDF Connection*. On the home page of the USDF website, a rotating banner for PM delegate nominations is currently running and will continue to run through the nomination deadline. The Nominating Committee is working to secure PM delegate nominees for their respective region.

The positions of vice president, secretary, and regional director in the odd-numbered regions are up for election in 2025. To date, we have three nominees: Debra Reinhardt for vice president, Carol Tice for secretary, and Regina Antonioli for Region 7 Director.

The deadline for PM delegate nominations is April 15th. The deadline for Executive Board nominations is June 1st (or from the floor of the BOG meeting).

MEMBER SERVICES

- A hard copy renewal notice has been sent to expired Participating Members.
- SmartPak participated in the 2025 membership drive by offering all USDF Participating and Business Members, who renewed online by December 31, 2024, a \$25 electronic gift card.
- Current USDF members have received the first \$50 Dressage Extensions electronic gift card. The second \$50 gift card will be emailed to members in the late summer/early fall.

GROUP MEMBER ORGANIZATIONS:

A proposal will be forthcoming to address GMOs who have not met the eight-member minimum, which was approved by the Board of Governors during the 2024 annual meeting in Houston.

COMPETITIONS

2025 GREAT AMERICAN/USDF REGIONAL DRESSAGE CHAMPIONSHIP PROGRAM:

- 2025 champions at each level and division will receive \$476 in prize money; reserve champions will receive \$317 in prize money.
- 2025 champions at each level and division will receive an embroidered jacket from LeMieux and an embroidered stall bag from SmartPak; reserve champions will receive an embroidered saddle pad from SmartPak.
- Currently USDF is scheduling to send a staff representative to the following 2025 regional championships: Regions 1, 2, 3, 7 and 8. The remaining regional championships (all of which had a USDF staff representative attend in 2024) are at the same venue with the same management groups as 2024.

US DRESSAGE FINALS:

- The first listicle on the changes coming to the US Dressage Finals is now live on *YourDressage* and has been shared on Facebook and Instagram.
- In addition to the Finals date and location change, the nomination window has been expanded to allow competitors to have until midnight on the Friday following the completion of their regional championship to submit their nominations.
- Additional listicles to demystify the declaration and nomination processes will be coming.
- Some US Dressage Finals staff along with USDF staff will be touring the WEC Ohio facility on April 21 as well as meeting with some key WEC staff.

PROELITE/USDF BREEDERS CHAMPIONSHIP SERIES (USDFBCS):

- As of mid-March, eighteen competitions have applied to hold ProElite/USDFBCS qualifying classes in 2025.
- Staff have created a data pull that will identify horses who have competed in a Breeders Championship Series Final. This pull will have many applications, including identifying those horses that are entered to compete at a regional championship and/or the US Dressage Finals.

ADEQUAN®/USDF YEAR-END AWARDS:

- The 2025 Adequan®/USDF Year-End Awards preliminary standings went live on the USDF website on February 10th.
- The new Handler of the Year Award for Adult Amateurs and Junior/Young Riders has been added to the 2025 year-end awards line up.
- For the 2024 competition year, USDF awarded over 2500 awards to almost 1600 award recipients.

ADEQUAN®/USDF ALL-BREEDS AWARDS:

- There are sixty-four breed/performance participating organizations that will take part in the 2025 USDF All-Breeds Awards. New registries for 2025 include the Barock Pinto Association of North America and the American Haflinger Alliance.
- The Performance Horse Registry, Gypsy Horse Registry of North America, Barock Pinto Association USA and the New Forest Pony Society of North America – Ambassador Performance Pony did not renew for 2025 (in 2024, all four organizations combined awarded a total of eight All-Breeds Awards).

EDUCATION

L PROGRAM COMMITTEE:

The New England Dressage Association has been approved to hold Part 2 starting in May 2025.

JUDGES COMMITTEE:

- Two new Continuing Education (CE) in Dressage Judging Programs have been approved for 2025:

Start Date	Title	Host/ Region	GMO	Instructor	Organizer
5/2/2025	Upgrading Your Judging Eye	1	VADA/NOVA	Lilo Fore	Jessie Ginsburg
10/25-10/26/2025	Dressage Seat Equitation	8	WNYDA	Lisa Schmidt	Lauren Adelizi

- Equestrian Australia Limited contacted the Judges Committee liaison to request Third and Fourth Level full test to be used in their judge training programs. An agreement has been implemented to allow for a trade of footage. USDF will provide six full tests for Third and Fourth level and Equestrian Australia will be providing USDF with the same number of full tests filmed in Australia or New Zealand. This will be useful for both organizations.

TEST WRITING WORKING GROUP (TWWG):

The TWWG held a Zoom meeting on March 17th. They discussed consistency in the test directives, changes to the Purpose of the Levels suggested by the Executive Board, and reviewed the freestyle score sheets. The next call is scheduled for April 21st.

TECHNICAL DELEGATES (TD) COMMITTEE:

- A TD town hall was held February 25th. There were sixty-three TDs in attendance.
- A second TD town hall is scheduled for September 23, 2025.
- There is a USDF Virtual TD Clinic scheduled for May 20, 2025.
- TD case studies are being prepared for small group Zoom meetings.

ADULT PROGRAMS COMMITTEE:

GMO Education Initiatives (GEI)

- The following is an overview of GEI events and grants for 2024-2025:
 - Five GEI events approved and completed.
 - \$4223.69 in grant money was dispersed as of November 1, 2024.
 - 139 total participants

USDF Virtual Education Series (VES)

- The webinar, Developing an Effective Warmup, was held January 8, 2025. It was presented by Vicki Hammers-O'Neil and Heidi Chote. There were 509 registered, with 252 attendees.
- Following an event in the series, the webinar is placed on the website for on demand viewing, along with a quiz. Completion of the quiz allows members to earn USDF education credits.

NATIONAL YOUTH COMMITTEE:

- The following Youth Outreach Clinics are scheduled:
 - Region 2 is scheduled for May 3-4, 2025, at Mary Anne McPhail Equine Performance Center in East Lansing, MI with Angela Jackson.
 - Region 4 is scheduled for May 3-4, 2025, at River Ridge Stables in Potosi, WI with Kate Mikulay.
 - Region 6 is scheduled for November 22-23, 2025, at DevonWood Equestrian Centre with Benjamin Pfabe and Jesse Collins.
 - Region 7 remains pending.

- USDF/IDA National Quiz Challenge
 - There are eleven schools signed up to participate in the USDF/IDA National Quiz Challenge. Round 1 is open from March 17-28. Round 2 is scheduled for April 24th at the National Equestrian Center in St. Louis, MO. The schools that are participating this year include:
 - Averett University
 - Centenary University
 - Emory & Henry University
 - Keiser University
 - Lake Erie College
 - Otterbein University
 - Rutgers University
 - Stanford University
 - University of Michigan
 - Virginia Tech
 - Wesleyan College

FEI YOUTH COMMITTEE:

- As of March 17th, we have received ninety-eight North American Youth Championships (NAYC) applications.
 - Region 1: three Children, seven Juniors, six Young Riders
 - Region 2: three Children, four Juniors, three Young Riders
 - Region 3: one Children, eight Juniors, six Young Riders
 - Region 4: one Children, four Juniors, four Young Riders
 - Region 5: no Children, one Junior, one Young Rider
 - Region 6: five Children, six Juniors, seven Young Riders
 - Region 7: three Children, three Juniors, no Young Riders
 - Region 8: one Children, four Juniors, five Young Riders
 - Region 9: three Children, seven Juniors, two Young Riders

INSTRUCTOR/TRAINER DEVELOPMENT PROGRAM COMMITTEE:

A FEI Instructor Workshop has been scheduled for July 30-31, 2025, in Georgetown, KY with Lilo Fore. We have our first FEI A level candidates moving forward to the workshop and hopefully an exam.

EDUCATION INITIATIVES:

Education Survey Interactions

The Education Department deployed eleven surveys which received a total of 324 responses.

Education Spotlight Articles

Between October 1, 2024 and March 19, 2025, twenty-two articles were featured, with 1336 views/total clicks.

Online Education Modules

- Members have access to seventy-two online learning modules:
 - Eleven VES sessions
 - Fourteen virtual events
 - Five general education courses
 - Three instructor/trainer development curriculum
 - Twenty-seven short courses by topic
 - Twelve TD modules
- In addition, members have access to forty-five accredited courses from other providers. These providers included:
 - Equestrian+ (USDF E-Learning)
 - Team Tate Academy

- My Horse University (through Michigan State University)
- Amelia's Dressage Academy
- USDF awarded 5,893.25 University credits between October 1, 2024 and March 19, 2025.

LICENSED OFFICIALS EDUCATION INITIATIVES:

A USEF/USDF 'S' Judges Clinic was held March 6-7, 2025, with Janet Foy and Gary Rockwell using BlackHorseOne technology. There were forty-two judges in attendance.

MARKETING

As 2025 has gotten underway, the marketing staff has been hard at work establishing our yearly timelines, providing sponsors with their 2024 annual exposure packets and 2025 deadlines, and planning out our editorial and social media calendars for the year. 2026 sponsorship renewal will start being sent out in May. Updates from specific areas of interest are as follows:

IT/WEB:

IT staff is currently testing all USDF custom software in a Windows 11 environment and coding and testing programming for the incorporation of the NAYC Children Division.

MERCHANDISE:

Currently, average online monthly sales total approximately \$3,500. Top selling items include rider lapel pins, rider lapel pins with distinction, USDF Micro-Mesh women's quarter zips, US Dressage Finals puffer jackets, and the Finals 3-in-1 jackets. Based on quantities sold, top selling items at this year's US Dressage Finals were the 3-in-1 jackets and vintage design long sleeve tees. Both returning customer rate and order values are up slightly.

Products have been ordered for US Dressage Finals volunteers (hats and jackets) and for USDF's spring/summer line, which include 40oz tumblers, camping mugs, sleeveless and zip polos, hats and rain jackets. New items for the US Dressage Finals line are being evaluated and finalized. New items being considered are an Eddie Bauer quilted vest, equestrian base layers/riding shirts, a high-end jacket, socks, silk ties, belts and coasters, to name a few.

LICENSING:

A new test licensing agreement has been signed with the Uruguay National Federation.

PUBLICATIONS:

Advertising

Amber Wiseman has fully taken the reins of our in-house advertising efforts. A top priority has been to evaluate processes and protocols to maximize effectiveness in this area. We continue to evaluate incentives and initiatives to maintain and grow ad sales, while maintaining USDF's competitiveness in the ad sales race.

YourDressage

The *YourDressage* Breed of the Month or monthly theme series has continued to be popular, with USDF's social media followers very involved in submitting photos for galleries and stories highlighting the specific breeds or themes. Breeds and themes featured since the last report include wrapping up our Dressage for Every Body Month, Youth Month, Wintertime, Quarter Horses, and Splash of Color which celebrated horses with unique coat patterns.

Analytics:

- New users for 2025 (as of March 17) = 16,000
- Top three stories for 2025 Q1:
 - [And All That Jazz](#)
 - [The Internal Art of Confidence](#)

- [The Bottom Line on Prize Money](#)

2025 American Horse Publications (AHP) Equine Media Awards

Staff has submitted the USDF nominations for the 2025 AHP Equine Media Awards. Entries were submitted from both *USDF Connection* and *YourDressage*. Winners will be announced at the AHP Awards Banquet on Saturday, May 17th in Dallas, TX. This year's entries included:

From *YourDressage*:

Class 1 Breaking News or Investigative Reporting Single Article (print or online)

- "10 Unforgettable Moments from the 2024 US Dressage Finals" by Chelsey Burris, *YourDressage.org*, November 27, 2024 <https://yourdressage.org/2024/11/27/10-unforgettable-moments-from-the-2024-finals/>

Class 2 News Reporting Related Feature Single Article (print or online)

- "Enter the Golden Age of US Para Dressage" by Kim MacMillan, *YourDressage.org*, September 6, 2024 <https://yourdressage.org/2024/09/06/enter-the-golden-age-of-us-para-dressage/>

Class 9 Association/Organization Publication Equine Media Personality Profile Single Article (print or online)

- "Nothin' Monotone About Crome" by Kristin Patton, *YourDressage.org*, October 17, 2024 <https://yourdressage.org/2024/10/17/nothin-monotone-about-crome/>

Class 12, Association/Organization Publication Equine Media Feature Single Article (print or online)

- "Breaking the Mold" by L.A. Sokolowski, *YourDressage.org*, January 3, 2024 <https://yourdressage.org/2024/01/03/breaking-the-mold/>
- "A Century Together" by Nancy Mangum, *YourDressage.org*, April 3, 2024 <https://yourdressage.org/2024/04/03/my-hero-a-century-together/>

Class 15 Personal Column Single Article (print or online)

- "Mother + Daughter + Holsteiner = Happiness" by Sarah Pape Hester, *YourDressage.org*, April 19, 2024 <https://yourdressage.org/2024/04/19/mother-daughter-holsteiner-happiness/>

Class 18 Human-Animal Bond Article (print or online)

- "Continuing Coda's Legacy" by Sarina Bower, *YourDressage.org*, June 21, 2024 <https://yourdressage.org/2024/06/21/continuing-codas-legacy/>

Class 19 Public Awareness Journalism Article (print or online)

- "Six Decades – The Lifetime Sport" by Chelsey Burris, *YourDressage.org*, April 30, 2024 <https://yourdressage.org/2024/04/30/six-decades-the-lifetime-sport/>

Class 20, Equestrian Lifestyle Journalism Article (print or online)

- "'Large and in Charge' Means Every Body" by L.A. Berry, *YourDressage.org*, July 1, 2024 <https://yourdressage.org/2024/07/01/large-and-in-charge-means-every-body/>
- "Aloha, E Komo Mai!" by Ross Creech, *YourDressage.org*, May 15, 2024 <https://yourdressage.org/2024/05/15/aloha-e-komo-mai/>

Class 28 Editorial Human-Animal Bond Photograph (print or online)

- All of Life's Ups and Downs by Veronica Miluk, Photographer Engelby Images, *YourDressage.org*, October 14, 2024 <https://yourdressage.org/2024/10/14/all-of-lifes-ups-and-downs/>

From *USDF Connection* magazine:

Class 4, Assn/Org. Publication Equine Media Horse Care Single Article (print or online)

- "Sport Horse: Take a Breath" by Sushil Dulai Wenholz, May/June
- "Are Dental Issues Taking a Bite out of Your Dressage Performance?" by Heather Smith Thomas, July/August
- "Sport Horse: Why Won't My Horse Sleep?" by Katherine Walcott, November/December

Class 6, Association/Organization Publication Equine Media Service to the Consumer Single Article (print or online)

- "Find Your Dressage Tribe" by Sushil Dulai Wenholz, September/October
- "Ponies: Not Just for Kids Any More" by Sue Weakley (Sport Horse, January/February)
- "If You Host It, Will They Come?" by Penny Hawes (GMO, November/December)

Class 8, Service to the Horse Industry Single Article (print or online)

- “DEI: New Letters, New Tests” by L.A. Sokolowski, May/June

Class 9, Association/Organization Publication Equine Media Personality Profile Single Article (print or online)

- “Salute: She Finds Beauty Wherever Life Takes Her” by Katherine Walcott, May/June

Class 16, Editorial Event Coverage Single Article (print or online)

- “Forward Is a Lifestyle” by Sue Weakley, May/June

*Class 43 General Excellence Print Publication circulation over 20,000**

- Sept/Oct AND Nov/Dec 2024 issues

SOCIAL MEDIA UPDATES (SEPTEMBER 15, 2025 – MARCH 15, 2025):

Facebook followers increased by 1.34% (from 68,089 to 69,000) and Instagram followers increased by 2.55% (from 27,400 to 28,100). Our coverage of the US Dressage Finals presented by Adequan® in November was very popular, with daily recaps and photo galleries having a high reach with lots of engagements. Social media posts shared during the 2024 Finals accounted for a reach of over 671,000. July 2024 was originally Dressage For Every Body Month, celebrating body positivity and inclusiveness in our sport, but we received such an overwhelming number of quality stories that we extended it into August, with some stories even spilling into September. The prize drawing, sponsored by SmartPak, was held October 3rd in a video created by SmartPak and was shared on the USDF social media pages. This year, we received 1,240 total entries for the giveaway and named three winners. Launching the USDF Book Club was also well-received on social media, accounting for some of our most highly trafficked posts during this period. Our overall top post in the last six months was the announcement on November 21st that the 2025 US Dressage Finals venue would be the World Equestrian Center in Ohio. This post reached 201,339 people on Facebook and 12,327 on Instagram, with 1,681 likes, 380 shares, and 308 comments.

HALL OF FAME, LIFETIME ACHIEVEMENT AWARDS, AND MEMBER OF DISTINCTION:

The following USDF members were recognized at the Salute Gala and Annual Awards Banquet held during the 2024 Adequan®/USDF Annual Convention in Houston: Carol Lavell for Hall of Fame, and William (Bill) C. Woods for Lifetime Achievement Award. Bill Woods gave a “Fireside Chat” session at convention, which is something the Historical Recognition Committee had been hoping to bring back, as we used to have similar sessions. We plan to have these sessions at future conventions as well, including this year in Lexington.

END OF REPORT