

THE AMERICAN DRIVING SOCIETY, INC.
ANNUAL MEMBERSHIP MEETING
September 28, 2013 – Aiken, South Carolina

President Freiburger called the The American Driving Society, Inc. Annual Membership Meeting to order at 5:15 p.m. and welcomed all ADS members in attendance.

Treasurer's Report

Treasurer Bill Lawson made available a written Treasurer's Report (See attachment.). At this meeting his comments were focused upon membership and the Endowment Fund.

Executive Director's Report

Executive Director Susie Koos-Acker focused her presentation on four areas:

1. 1. After several years of a decrease in membership, the ADS is seeing a modest member increase this year. In order to continue the increase it is necessary to consider new approaches, particularly since the new generations are not necessarily prone to join and support memberships without direct benefits. Further, she mentioned that she would be looking at the Morgan Horse Association and their experiment in tiered membership.
2. 2. She introduced new staff members Maria McGinnis and Judy Sullivan and summarized their hours and responsibilities. Further, she explained the new duties of Stacy Carlson.
3. 3. She explained some of challenges at certain times of year, and mentioned some changes under consideration in dates and formats of certain publications in order to make better use of staff and improve communications.
4. 4. The Executive Director summarized briefly the successes of the new past-due collections procedure.

Secretary's Report

Secretary Davis reported that meeting attendance at this time is eighty ADS members. This number, along with twenty proxy documents, is enough to reach the one hundred members required to conduct business.

Approval of Minutes

Minutes of the draft September 29, 2012 Annual Members Meeting have been available on the ADS website for 11 months and copies were available at the check in tables at this meeting.

Ruth Graves moved approval of these minutes. Dana Bright seconded the motion.

President Freiburger asked if there were any corrections. Karen Garrett corrected the spelling to her name. The President asked if there were any further corrections. Hearing none, ***he declared that the minutes as corrected were approved with unanimous consent.***

President's Report

President Freiburger reported on four items. The first was the Endowment Fund and the Governors' report.

The Governors' report was submitted on behalf of Claire Reid, Ann Lech and William Lawson as well as himself. The amount invested has reached \$733,585 and the retained earnings in the Morgan Stanley account is \$25,111. The portfolio showed an increase in value of \$79,036, but that has little meaning as the value can be expected to go up and down. More important, the return on investment was 4.46%, an excellent return for a safe portfolio. Dividends of \$6846 are expected in the last quarter of 2013, and the 2014 income should exceed \$29,850. Thus, as much as \$54,865 may be available for development in 2014. \$12,000 of that has been budgeted by the Board for use by the Regional Directors, leaving \$42,865 for other purposes. A full report is available by email request form the president.

The second item is programs to promote membership increases. These programs will be funded through the Development Committee with funds available from both the Endowment Fund earnings (not principal) and the ADS Fund.

The third item presented was an explanation of the background of the \$50,000 matching grant opportunity and the strategies being developed to raise from the ADS membership the \$50,000 that will qualify the ADS to receive the additional \$50,000 donation.

The fourth item was an explanation of the \$1200 annual grants from the ADS Fund to each of the regions for use by the regional directors in promoting the ADS and providing educational opportunities for driver training.

Committee Reports

Representatives from ADS committees and working groups formed a panel to report on their work and goals and to invite questions and input. Representatives included Chair Amanda Horton of the Bylaws and Governance Committee, Representative Pat Cheatham of the Combined Driving Committee, Chair John Freiburger of the Development Committee, Chair Dana Bright of the Licensed Officials Committee, Chair Jeff Morse of the Pleasure Driving Committee, Chair Mike Arnold of the Rules Committee, Chair Francine Arrington of the Regional Directors Working Group, and Representative Ann Davis from the Publication Group. (See attachments for written reports from the Combined Driving Committee, the Licensed Officials Committee and the Driven Dressage Committee.)

Discussion item

President Freiburger asked for input from the members present on the idea of changing the Omnibus from a hard copy to online only. Comments in favor of online only were: that the information would be more up to date; that having to provide information up to six months before the events is a discouragement to organizers; that printed versions of the Omnibus require excessive ADS staff time, work that could be used on other projects; and savings in printing costs (that is, that not covered by advertising). Arguments against online only were: members like to have the hard copy listing of all calendar recognized ADS events; and that some advertising dollars could be lost.

During the last minutes of discussion, some ideas were suggested that could give the advantages of online without giving up the ability to have a hard copy. Executive Director Susie Koos-Acker stated that this will require an updated web site with new software,

something being considered by the ADS Board of Directors.

Adjournment

Member Jody Cutler moved that the meeting be adjourned. President Freiburger asked three times if there were objections. Hearing none, ***he declared that the meeting was adjourned at 6:05 p.m.***

Submitted by Ann Davis, Secretary American Driving Society Board of Directors

Date: October 5, 2013