

American Driving Society  
2008 Membership Meeting  
Kentucky Horse Park  
Saturday, October 11, 2008

The meeting was called to order by President Jim Keathley at 3:00 on Saturday, October 11, 2008.

The Secretary reported that there was a quorum of members present.

President's Comments:

- Mr. Keathley commented on the progress achieved in including Recreational Drivers in the ADS as shown at the National Drive.
- Revenue is down due to a drop in advertising but the membership is steady. Cost control measures were noted.
- Executive Committee Goals and Achievements (Attach 1)

Executive Director's Comments:

- Ten new competitions were held this year
- Membership seems to be on a good trend due to better retention and new members.
- A new editor of the Whip, Sandra Cooke, has been selected.
- A Young Driver's program has been instituted,
- There is a Certificate of Achievement for Pleasure Drivers.
- The office is striving for good customer service.

Treasurer's Financial Update:

- Finances are trending in a better direction, but decrease in advertising has seriously hurt the bottom line.
- Membership is the best asset of the organization and needs to grow.
- Report to the membership (Attach 2)

President's Award: The 2008 President's Award was presented to Simon Rosenman for the cost savings he provided the ADS through his organization of the rule changes and for creating the Rules Committee to continue the process.

Committee Reports:

Governance Committee: Lyle Peterson (no written report) – Lyle outlined the functions of the Committee as stated in the Bylaws.

Combined Driving Committee: Tom Knicker – written report (attachment 3)  
Tom encouraged those with comments/complaints to submit them via the mailbox on the ADS website.

Event Standard Committee: Melissa Boyd – vision statement (attachment 4)

Melissa stated that the Committee will be working with the discipline committees to address problems.

Development Committee – Jennifer Matheson – written report (attachment 5)

- The Fund is on-track for revenue
- There has been a 54% increase in the number of donors
- \$47,000 in grants have been made but not all of the money was used
- One more appeal will be made this year for unrestricted funds.

Dressage Committee – Larry Brinker - written report (attachment 6)

- New ADT tests have been written. They will be tested at the Frostbite Series organized by Susan Koso and Marc Johnson in New Hampshire this winter.
- Asked for feedback from the members and submission of new movements to be included in tests.

Marketing Committee – Ann Davis – written report (attachment 7)

- This is a new Committee that evolved from the Marketing Group.
- A marketing template has been developed.
- The target candidate is female, age 51.7.
- A five-year plan was developed and accepted at the July meeting.

Licensed Officials Committee - Dana Bright – written report (attachment 8)

- The Committee will be working with the Education and discipline Committees to develop curricula
- The Committee will investigate technology based delivery methods.
- Revised criteria for the Learner program and for promotions have been developed and approved.
- A mentoring system is under discussion
- The LOC is responsible for articles in the Whip
- The Committee training programs provides training for USEF officials.

Pleasure Driving Committee – Jeff Morse – written report (attachment 9)

- A rules review is fairly complete
- A sub-committee to revise the Coaching Rules has been established to work in conjunction with the CAA.
- Pleasure Driving submissions for the Omnibus are reviewed by the Chair
- New classes and rules are being developed for sleigh rallies and continuous driving
- Training for Pleasure Driving Course designers will be developed
- Comments are encouraged

Local Clubs and Membership – Bob Koopman – written report (attachment 10)

Recreational Driving – Mike Lyon – no written report

- Tremendous growth has taken place in the six years the Committee has been working, for example the National Drive is now ADS recognized and an "Hours Reward Program" has been instituted.
- The Committee offers assistance to anyone/anywhere who wants to hold a Recreational Drive.

Rules Committee – Simon Rosenman – written report (attachment 11)

- Committee has finished the final rule changes. This was a huge undertaking as the FEI has completely re-written the Combined Driving rules.
- The new rules will be on the web site by December 1.
- The schedule for 2010 rule changes will be published.

Education Committee – Gerry Pearson – no written report

- The Committee has changed from the Safety and Education Committee under the much appreciated leadership of Jay Hubert, to the Education Committee with a different focus.
- The Committee with cohort with the LOC and the discipline committees to develop curricula and clinic materials.
- A document retrieval system will be investigated
- Will work with the CAA on Driving Proficiency Program
- Publish articles in various vehicles

Finance Committee – Bill Lawson – written report (attachment 12)

The Committee will be working with the Marketing Committee.

Election of Board Members: There has been a 1/3 turnover in the Board. Mr. Keathley praised the job that Natasha Grigg performed in gathering the slate of nominees. The slate was presented by Audrey Bostwick.

Regional Directors:

Northeast Region	Marc Johnson
Mid Atlantic Region	Samea Baker
Central Region	David Sadler
Midwest Region	John Freiburger
Southwest Region	Ruth Graves
Pacific Region	Veronica Campbell
Northwest Region	Peter Loftgren

Committee Chairs

Governance	Mary Jo Stockman
Combined Driving	Tom Knicker
Development	Jennifer Mathews
Dressage	Larry Brinker
Education	Gerry Pearson
Events Standards	Boots Wright
Licensed Officials	Dana Bright

Local Clubs & Membership	Paul Norden
Marketing	Paige Horine
Pleasure Driving	Jeff Morse
Recreational Driving	Larry Denny
Rules	Simon Rosenman
Director at Large	Merridy Hanse
Director at Large	Maureen Harckom
Director at Large	Mike Lyon
Director at Large	Lyle Peterson
Director at Large	Alicia Pierce
Director at Large	Kelly Valdez
Director at Large	Hardy Zantke

The President called for nominations from the floor.

Lyle Peterson nominated Diane Koopman and Melissa Boyd for the position of Director at Large. There are open slots for the nominees.

Elaine Kendrick made a motion that all nominees be elected by acclimation. The motion was seconded and the slate was elected as presented.

2009 Membership Meeting: The meeting is scheduled to be held in November in Williamsburg, VA. It will be a non-horse meeting, hosted by the Mid-Atlantic Region. Dates will be published soon.

2010 Membership Meeting: The meeting will be held in conjunction with the driving porting of the WEG.

Executive Director Susie Koos-Acker announced that \$1720 was raised by the silent auction.

An open question and answer session followed.

On a motion by David Sadler, which was seconded, the meeting adjourned at 4:40.