

The American Driving Society Executive Committee Minutes March 8, 2012

President Freiburger called the meeting to order at 7:02PM CT.

Present at the meeting were John Freiburger, Mary Jo Stockman, Bill Lawson, Ann Davis, and Susie Koos Acker.

Approval of the Executive Committee minutes from 2/2/2012: President Freiburger asked if there were any corrections. He mentioned several incorrect name spellings. With no other corrections, the President stated that the minutes, as corrected, were approved with unanimous consent.

St James Farm

St James Farm in Illinois needs funding in order to reopen this facility to multi-day equine events. President Freiburger wants to apply to the United States Equestrian Trust for a Forty-Thousand (\$40,000) grant. The President explained that since the ADS is a USEF affiliate, grants are available through that Trust. Further he mentioned that this application for a grant neither affects the ADS budget nor is a policy issue, and so ADS Board of Directors agreement is not necessary. However, he would like to have Executive Committee support.

Bill Lawson moved that the Executive Committee support this project. Ann Davis seconded the motion. The President asked if there were any objections. Hearing none, the motion passed with unanimous consent.

Winter 2013 ADS Board of Directors meeting

The Executive Committee discussed the question of where to hold the Winter 2013 Board of Directors meeting, in January in conjunction with the USEF meeting or in Florida in conjunction with the ADS Super Clinic being held February 28 through March 3, 2012. The decision was to poll the ADS Board of Directors members. Executive Director Koos Acker agreed to send out the question to the members.

Renewal of Insurance Policy with Equisure

Executive Director Koos Acker explained that there are two insurance considerations. The first is ADS insurance at events that are also USEF events. Equisure explained that the ADS might want to carve out the USEF events from the regular policy and have a separate policy for these large events. This will protect maximum coverage for smaller shows. There was consensus by the Executive Committee members that we need further information, including cost and who is insured, before making a decision. Executive Director Koos Acker agreed to contact the Equisure representative for more information.

The second consideration is with the ADS Licensed Officials. The ADS insurance at events does not cover Licensed Officials liability insurance. Some ADS officials have their own professional liability policies. The Executive Director stated that the proposal from Equisure is that the ADS offer a program whereby licensed officials contribute into the policy at an averaged out cost,

around \$60. There was consensus that the issue needs to go to the Licensed Official Committee for a decision.

Banners and Pins

The Executive Director reported that the ADS needs to have produced a new supply of banners and pins as the inventory is out. Further, she reported that when ordering it makes sense to do so in volume. Even though she reported that there are no funds in the budget for this expenditure, the Executive Committee agreed that a reorder was necessary.

Vice President Stockman reminded the members that the ADS needs to use the full legal name on any products, The American Driving Society, Inc., as well as documents.

Publication Group

Executive Committee member Ann Davis is the committee representative to the Publication Group. She reported on several issues:

Officers Column: Director Ann reported that even though this was to be the “officers column” in the Wheelhorse, on several occasions the Publication Group has used committee chair reports. There was agreement by the Executive Committee that the column be renamed to “Director Column” and that a schedule of reports from Chairs be established. For the April Wheelhorse Chair of the Pleasure Driving Committee Jeff Morse will write the column. Mary Jo Stockman will write the June column on state registration.

Reader Service Articles in The Whip Director Davis informed the committee that the Publication Group has developed a new one year schedule of articles, and may be asking for input from the Executive Committee on possible experts to write the articles.

Redesign of the Whip Director Davis reported that the Publication Group would consider this year possible redesigns of The Whip in order to keep it fresh and up to date. There is some cost in doing this, so the committee will ask for a place in the budget to do this.

Association News in the Driving Digest: It was agreed that the Executive Director and Secretary Davis write the May column (due March 20) on the ADS Breed Partnership Program; President Freiburger agreed to write the July column (due May 20) on the ADS Endowment.

New Business

Vice President Stockman reported that an ADS member and carriage manufacturer has suggested that carriage manufacturers and/or distributors be invited to display their products at the next ADS Members Meeting, which will be in Wisconsin. It was agreed that the idea be turned over to the Wisconsin organizing group for consideration.

President Freiburger informed the committee members that the Endowment working group will be meeting with Morgan Stanley to further determine investment strategies, and that he will be meeting with Development Committee Chair Claire Reid to fill out the required five member group. There will be a new White Paper created to bring all Directors up to date.

The Executive Director reported that she had a meeting with Auctra the company that provides the ADS portion of the Web site. In June of this year that the product the ADS uses, NetForum on

Demand, will be phased out, and the ADS will be upgraded to NetForum Pro. This will increase our website sites functionality and include a comprehensive Content Management System (CMS). The CMS will give the office the ability to make outside resources administrators for certain sections of the site. It will also have a social media component that will allow “groups” to be designated such as Miniature Horse Owners, Newbies to Combined Driving, Pair Drivers and others. These groups can be moderated by outside resources. There will be a small increase in the monthly fee from \$112.00 to \$175.00. The Executive Committee supported the Executive Director’s request to go ahead with this project and develop a working group of resources to help with this project.

Next meeting and adjournment

There was agreement that the Executive Committee will meet via telephone conference on Thursday, April 5, 2012. One of the topics is the agenda for May 23, 2012 ADS GoToMeeting Board of Directors meeting.

Bill Lawson moved adjournment, and this was seconded by Ann Davis. With no objection, President Freiburger adjourned the meeting at 9:20PM CT.

Submitted by: Ann Davis, Secretary

Date: March 10, 2012