

Southeast Endurance Riders Association, Inc.
Board of Directors' Meeting Minutes
Hyatt Regency Jacksonville Riverfront, Jacksonville, Florida
February 25, 2023

Board Members Present

Lara Worden
Laurie Underwood
Amy Whelan
Patsy Gowen
Shannon Thomason
Tamra Williams

Also Present:

Eric Rueter
Susan Kasemeyer
Tim Worden
Vance Stine

Board Members - Not Present

Jack Price
Ike Nelson
Kathy Burnett
Diane Connolly*

*Note – Diane was present for part of the members meeting but was unable to attend the SERA BOD meeting due to a scheduling conflict with the AERC National Championship Committee meeting

The meeting was called to order by President Lara Worden at 10:36 a.m. on February 25, 2023.

Awards Discussion – Freshman Horse of the Year

- Lara Worden discussed the criteria interpretation for the 2022 Freshman Horse of the Year which was a topic of the February 25, 2023 members meeting. Sudi Lenhart made a motion to revise the criteria for the award, with changes shown in underlined text below, which was seconded by Amy Whelan. Motion passed unanimously.

All recipients of SERA Awards and Recognitions must be a member of SERA, and, subject to the qualifications below, and only the ride results achieved as an active SERA member apply. Ride results from years prior to the 2009 ride year do not apply. For SERA Awards purposes, a ride year is December 1 – November 30. For any award which requires nomination, nominations are due to the Secretary of SERA (for open and limited distance awards) or Secretary of the East Coast Ride and Tie (for Ride and Tie awards) no later than December 15 and may be made by email or by snail mail.

- Based on the horse with most consecutive miles
 - In case of a tie, AERC points break the tie
 - If at any time the horse fails to complete any ride (regardless of region or SERA sanctioning), a new count begins at zero.
 - Consecutive miles prior to pull may still be submitted
 - If the horse has multiple riders, combined results of SERA member riders are used
 - Based on the horse's combined Open and Limited Distance completions
 - Miles from a single ride year count
 - Only miles from the Horse's first full year of competition apply.
 - "First full year of competition" is defined as:
 - Previous ride starts recorded in no more than one prior ride year, and
 - Ride starts in prior ride year are no more than 3
 - All previous ride history applies, regardless of region or SERA sanctioning
 - Member must self-nominate to ..."
- Lara Worden led a discussion about the new SERA teams competition which was presented by Eric Rueter at the February 25, 2023 members meeting.
 - Lara Worden led a discussion regarding SERA's finances and the need for a membership dues increase for the 2024 ride season. It has been approximately 20 years since we have increased our dues. Thoughtful discussion was held about the dollar amount of such an increase and the possibility of increasing the per rider sanction fees. Some felt that increasing sanction fees would have a negative impact on ride managers and might discourage them from

sanctioning with SERA. Another topic of discussion was offering a reduced rate for members who wish to continue to support SERA but who no longer ride.

- Lara Worden brought up the need for increased marketing of SERA and suggested that Erin Leal and Victoria Mexcur serve as our social media coordinators for this project. The Board discussed the proposal, and Sudi Lenhart made a motion, which was seconded by Shannon Thomason. Motion passed.
- Lara Worden told the Board that she and Carol Thompson had been discussing the need to encourage first time riders who fail to thrive in endurance and help them to be successful. This led to a productive discussion about ways to engage these riders, to include mentorship and inviting them to condition and ride with local members and to continue the mentorship process with open format Zoom session to be held once a month. Other suggestions included social media advertising and rotating mentors who participate in the Zoom sessions.
- Long-time member Claude Brewer expressed his appreciation for the high quality awards he received this year, but suggested that SERA might save money by consolidating multiple awards into one item, such as a vest or a jacket which is embroidered to identify all awards a member wins in the competition year.

The meeting was adjourned at 10:56 a.m. by President Lara Worden.

Submitted by Laurie Underwood, Secretary