

## OADG 2018 AGM Report

President's Executive Summary: This year we celebrated the club's 50<sup>th</sup> Anniversary. The Ottawa Area Dressage Group was launched in 1968 by Mr. and Mrs. H.C. Linkletter, Ms. Louise Barnes, Mr. Ted Leggett and Col. Tom Moore. Today we are the largest group of our kind in Ontario with 220 members and 30 sanctioned shows under our umbrella. In March of this year we sadly marked the passing of former OADG President Pierre Paquette. And also we note the passing in October of a tour-de-force for dressage in the area, Joanna MacDonald. Joanna was the former owner of Spiritwood Farm, and was a one-of-a-kind passionate, enthusiastic person who was cherished by all. On a happier note, we celebrated our birthday this year with some style. We had birthday cakes, a new logo, a freestyle 101 clinic, special lapel pins, strolls down memory lane on our Facebook page and we collaborated with Cadora National to bring Stephen Clarke to a clinic in the Fall.

2018 Board Activity: There were 7 regular Board meetings in 2018. We welcomed 3 new Board members this year: Carolyn Allen as Treasurer, Kathey Rowsome as Membership Director and Heather Snipper as Cadora Rep. We are losing 3 Directors today: Caroline Peck, Awards Director, Peggy McQuaid, Education Director and Heather Snipper as Cadora Rep. We wish them well and hope they don't go too far away! Going into 2019, we have candidates for 11 of the 12 Director positions on the Board, so we are still in a healthy position.

- The Board considered 4 significant Motions during the year, which were approved.
  1. The number of qualifying scores for Silver awards was raised from 3 to 4 to reflect the increased number of Silver shows in the area.
  2. The number of external qualifying scores for Gold awards was lowered from 2 to 1, again to reflect the increased number of local Gold shows. A subsequent exception was made for individuals qualifying for NAYC (it remained at 2 external scores).
  3. A new award for FEI Intermediate A, B was created. The previous FEI Intermediate 2, A, B was renamed Intermediate 2. This was done to align more with the concept of Small, Medium and Big Tour groupings.
  4. A membership fee increase by \$5 for 2019 in order to deal with rising costs while staying within our annual operating budget. The last increase was in 2013. Also, the membership due date has been pulled ahead from May 31 to April 1 to ensure all competitors are members prior to the start of the local show season.

o The CADORA Ontario directors meeting and AGM for 2018 is coincident with our AGM – today. Caroline Peck is attending on our behalf and will pick up OADG members’ awards received. This year we have 14 riders winning Level awards (note: 4 for 2017!) and 6 winning Scholarship or Ontario Challenge awards and 3 teams winning the Championships Team Challenge. This is a significant and happy affect from increasing our own Silver awards requirements to 4 shows – allowing more local riders to qualify at the Cadora Ontario level.

**Membership:** Our membership this year was 220 members: 168 Senior, 49 Junior and 3 Honorary. These are consistent with 2017 numbers (223). The 2018 annual fees remained the same for all members. In the Spring, the Board held a special members-only sales event in collaboration with Encore Equestrian tack shop to encourage member signup and provide member benefits in terms of merchandise discounts. It was a resounding success as over 25 members signed up that day and took advantage of in-store specials and OADG discounts. The 2018 breakdown of members is detailed below. Further details on the membership numbers can be found in the full 2018 report.

	<b>OADG</b>	<b>CADORA Ontario</b>	<b>CADORA National</b>	<b>CADORA Quebec</b>
Senior	168	116	75	4
Junior	49	27	14	1
Honorary	3			
Totals	220	143	89	5

**Show Director:** This year was an active one for dressage in our area, with lots of choices for our local riders at every level. There were 6 Gold competitions, 9 regular Silver ones, and a generous 13 ESD/Schooling shows over the season. We welcomed Westar Farms back to the dressage scene after a long absence, and they were also the most successful hosts of the Eastern division of the Silver Dressage Championships -- this despite a major power failure in the surrounding region, which caused many people to arrive at the competition longing for hot coffee and food. In addition, the Ottawa Dressage Festival introduced a popular Rising Stars division at the Bronze and Silver levels, for our younger competitors.

**Sponsorship:** The 50<sup>th</sup> anniversary of OADG was celebrated by specially embroidered saddle pads as our sponsorship prize to each local show. Encore Equestrian provided a generous sponsorship discount for the saddle pads and did the embroidery work. There were 16 sponsors for the SDC-E and 50 sponsors for the Annual Awards Banquet at which we had 17 Silent Auction items, 60 door prizes and 20 chocolate centerpieces for the tables. Photos of the Banquet were taken by Dorothea Larson.

**Website:** The OADG website was moved from the U.S. based company, Bluehost.com, to the Canadian based company, Web Hosting Canada (WHC.ca) in Feb. 2018. Some interesting details can be found in the full report on traffic analytics for the various web pages. After Home Page hits, the highest was Awards and Local Shows.

**Banquet:** The 2018 Annual Awards Banquet was held at the Ottawa Conference and Event Centre on November 17. This was our first year at this venue and 194 people attended. It was very well received by all with good reviews for the facility, the location and the quality of the food. We held a Silent Auction and raised \$1,030 which was used to offset costs of subsidizing the ticket price. We kept the popular mini-MC theme for the awards. John Haime was our featured guest speaker. Mr. Haime is a Human Performance Coach and the President of New Edge Performance.

**Awards:** In the technical classes 60 Trophies were awarded. Additionally, 64 Champion Plaques, 30 Reserve Champion plaques, 11 3rd Place medallions, and 27 Merit medallions were awarded. 12 Team Challenge Plaques were awarded to: Centaur Show Team – ESD, 4 Piaffe's Sake – Silver, Stonecreek Farm – Gold.

Of our Special Trophies, 3 were awarded to Mary Raphael, Anne Galt and Sorina Cohn-Ostiguy. Dr William Mills passed away in May of this year and as a result the Dr Brian Mills Award has concluded. Many Junior Riders were fortunate to have benefited from this award over the years. Kathey Rowsome was awarded the Madison Crich Memorial Award.

We presented 8 special cash awards of \$50 for the highest scores in each circuit and category. As well, we gave special recognition, and \$50, to Kiara Williams-Brown for her participation at the North American Junior & Young Riders Championships.

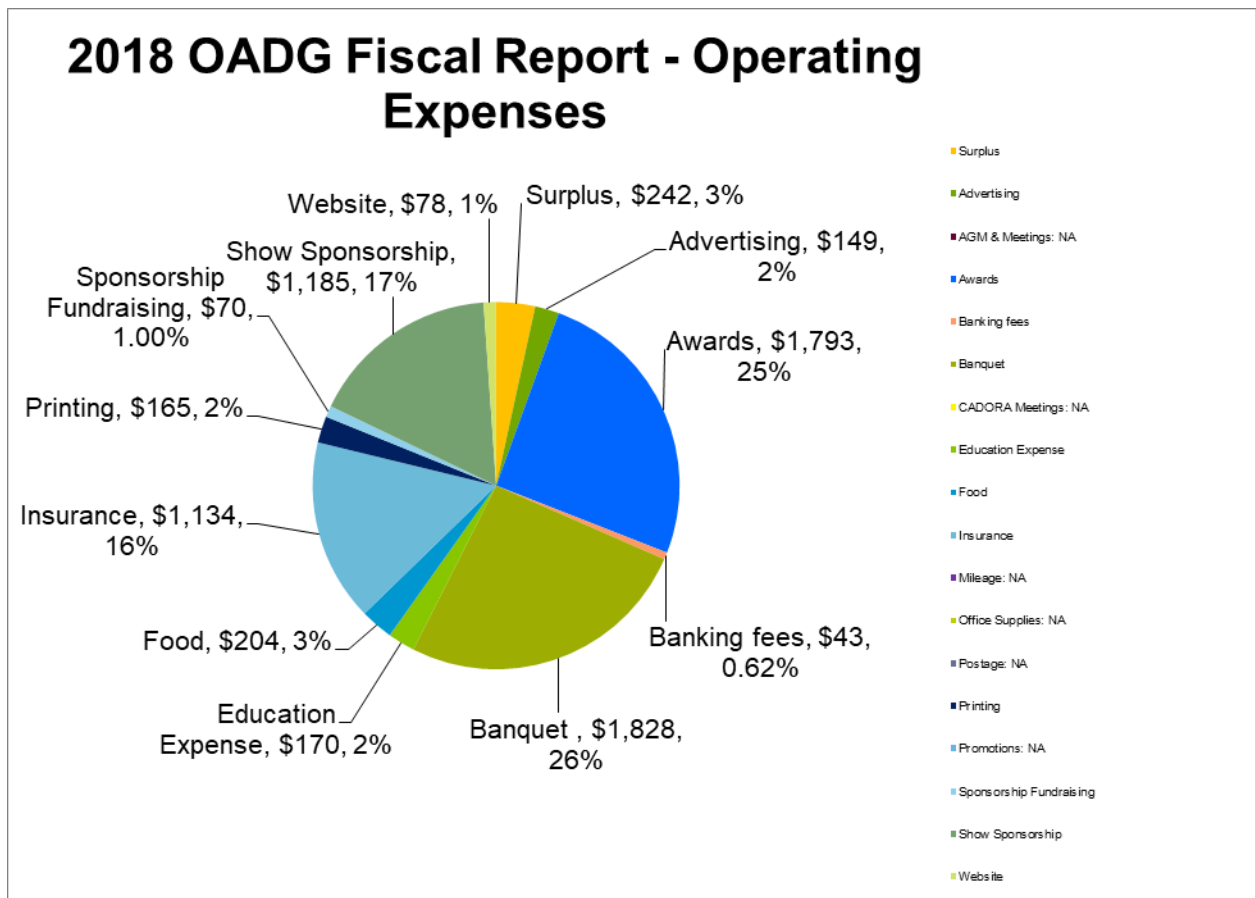
Also to note for 2018 were the introduction of two new programs to the Ottawa Area: Rising Stars at the Ottawa Dressage Festival & the National Dressage Pony Cup. These two programs added additional showing opportunities for our riders – mainly our Junior Riders and those riding ponies.

**Education:** We collaborated with Cadora National and Queenswood Stables to bring Stephen Clarke to our area Oct 12-14. The results were very positive, attendance was good and the venue was well received. Auditors were pleased with the learning opportunity, as were the selected riders. Our Freestyle 101 clinic, launched in late 2017, was not revived for 2018 – there were scheduling issues for the presenters and general lack of interest from members for a second session at another location.

**Communications:** OADG issued 2 Newsletters for 2018. As well, eblasts and facebook updates kept members up to date on 50<sup>th</sup> anniversary historical information, events and other items of general interest to the community.

**2018 Financials:** For the fiscal operating year of 2018 the OADG had final operating revenue of \$21,368 from received membership fees, sponsorship, banquet ticket sales, education, plus other miscellaneous items. The OADG had overall expenses related to 2018 activities (banquet, awards, insurance, sponsorship, website, miscellaneous items) of \$16,750 plus \$4,372 in flow through membership fees paid out to CADORA Ontario and CADORA Inc.. This leaves the OADG with an overall surplus of \$246 for the fiscal year of 2018. Note: numbers are preliminary until fiscal year-end at end-December and final financial report at the January 2019 Board meeting.

The expenses do not include spending for 2018 special activities which comes out of the reserve funds. 2018 special activity expenses for 2018 come to \$1,232. The chart below depicts the OADG expenditures for the year (excluding 2018 special activities)



## 2018 AGM Addendum – Directors’ Reports

### OADG Membership 2018 Report

In early Spring 2018, the Board held a special members-only sales event in collaboration with Encore Equestrian tack shop to encourage member signup and provide member-benefits in terms of merchandise discounts. It was a resounding success as over 25 members signed up that day, and took advantage of in-store specials and OADG discounts.

Membership numbers for 2018 were at consistent levels with 2017. Increases in OADG Senior rider renewals were offset by reduced numbers of new Senior memberships. This year brought an increase of 5 in new junior memberships, and a slight reduction in junior renewals. All told, 2018 experienced a reduction of 3 memberships compared to 2017. See full statistics below.

	2018	2017	Difference
Senior - renew	139	124	15
Senior - new	29	49	-20
Junior - renew	30	33	-3
Junior - new	19	14	5
Honorary	3	3	0
Totals	220	223	-3

2018 Totals for OADG, CADORA Ontario and CADORA National memberships are detailed below:

	OADG	CADORA Ontario	CADORA National	CADORA Quebec
Senior	168	116	75	4
Junior	49	27	14	1
Honorary	3			
Totals	220	143	89	5

Below is a four-year summary of the various memberships. Compared to 2017, this year we experienced an increase of CADORA Ontario memberships (12) and a reduction of CADORA National memberships (7). CADORA Quebec memberships increased by 2.

	2018	2017	2016	2015	2018 vs 2017
OADG	220	223	242	212	-3
CADORA Ontario	143	131	132	121	+12
CADORA National	89	96	88	76	-7
CADORA Quebec	5	3	5	2	+2

Membership fees remained the same for 2018. Due to the increased costs of our expenses within our operating budget, and the near-completion of surplus funds from previous years, **an increase of \$5 per membership has been approved by the Board of Directors to commence January 1, 2019.**

The increased fee structure will be:

- OADG Senior Rider \$35
- OADG Junior Rider \$25

The other change that will be implemented in 2019, is the **membership due date**. In past years the deadline has been May 31<sup>st</sup>, but this has created issues for OADG awards qualifications if members do not sign up before they begin competing for the season that begins in mid-April – as only competitors with active OADG memberships will have their scores qualify towards OADG year-end awards.

**Starting in 2019, we are changing the membership due date to April 1<sup>st</sup>**. This will address the issue mentioned above, and also align more closely with the beginning of the OADG show season.

This will not affect the CADORA Ontario and National membership deadlines of July 1<sup>st</sup>. These deadlines remain the same.

A communications blitz will be planned starting in January 2019 to relay this new information to members, through the OADG website, social media platforms and direct email communication.

In summary, the 2018 membership numbers were on par with 2017 numbers; we will promote new membership information early in the new year; we will continue with the Encore Equestrian membership day, and we will continue to look for improvements to our membership structure.

Kathey Rowsome  
Membership Director, OADG

### **Show Organizer Report 2018**

This year was an active one for dressage in our area, with lots of choices for our local riders at every level. There were 6 Gold competitions, 9 regular Silver ones, and a generous 13 ESD/Schooling shows over the season. We welcomed Westar Farms back to the dressage scene after a long absence, and they were also the most successful hosts of the Eastern division of the Silver Dressage Championships. This despite a major power failure in the surrounding region, which caused many people to arrive at the competition longing for hot coffee and food. In addition, the Ottawa Dressage Festival introduced a popular Rising Stars division at the Bronze and Silver levels, for our younger competitors. Celebrating our 50th anniversary as a dressage group was full of wonderful moments. 2019 promises to be another busy and exciting year, and we hope to see many of you either riding, volunteering or cheering on your friends.

As **Sponsorship Director** of the OADG this year, what I did was; Help organize purchase of the OADG Celebrating 50 Years' Saddle pads for our donations to local Dressage Shows. The part of collecting and distributing them was carried by Catherine Maguire and Anne Galt.

For the CADORA On. Silver Dressage Championships -East, I contacted possible sponsors for the ribbons and competitor prizes, of which there turned out to be 16. With the help of Peggy McQuaid in their collection and in contacting and visiting the host owners, Bridget and Jeff McKessock, and with Michele Paquette and Peggy McQuaid on the day before the show, and on show day, the Silver Champs experience was really good, apart from the tornado which occurred the evening before the show. The prizes included a Thankyou letter and stamped envelope which the

competitors were asked to complete and send to the sponsors in appreciation for their prize. On the Day I also took photos of the winners, and sent them with a Thankyou letter from the OADG to the sponsors.

For the Banquet, it was a little different this year as with our 50th Anniversary we decided to have a Silent Auction as well as the normal Door Prize tables. There were 17 Silent Auction items and a total of 50 sponsors overall, with about 60 Door Prizes and 20 chocolate table centerpieces. I completed the final sponsor list for the program and sent it to Catherine Maguire for printing. With the help of Peggy McQuaid, Catherine Maguire, Caroline Peck and Anne Galt in their collection, and Dorothea Larsen, Michele Paquette, Terry Otto and Lynda Maltby at the wrapping and labelling parties, and Lynda Maltby at the Banquet, the Silent Auction table centerpieces and Door Prizes turned out well. The final duty was to get the Banquet photos from our able photographer Dorothea Larsen, copy some and include them in our Thankyou letter to the sponsors.

For both the Silver Champs and the Banquet, there was the collection of donated monies, purchasing of prizes and Door prizes, and channelling of the monies through our Treasurer. I also send a receipt for funds for advertising/sponsorship to those who donated funds, along with the Thankyou letters and photos on behalf of the OADG.

That's all folks!

Sue.

### **OADG Website Highlights 2018**

The OADG website was moved from the U.S. based company, Bluehost.com, to the Canadian based company, Web Hosting Canada (WHC.ca) in Feb. 2018.

Bluehost charged \$12.99/month USD or \$155.88/annum USD. Bluehost reimbursed us for the remaining 10 months in our contract, for \$131.20 USD, which is \$173.32 CDN on Nov. 22, 2018 (exchange rate 1.3270 on Nov. 21, 2018).

WHC costs \$162.39 CDN for 3 years or \$4.51/month. The web hosting needs to be renewed in Feb. 2021.

Bluehost was roughly 3 times as expensive as WHC, plus approximately an additional 32%, given the exchange rate.

Google Analytics Jan. 1, 2018 to Nov. 22, 2018

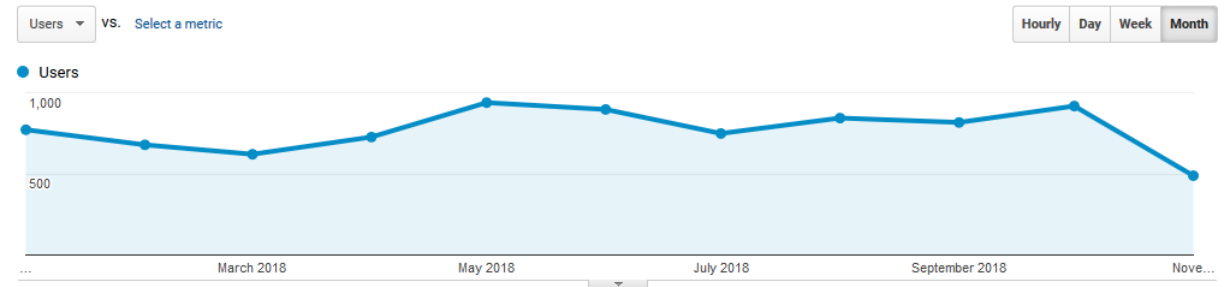
The annual User Flow indicates that after the home page, the following pages receive most of the traffic:

- Awards: 1.7K
- Localshows: 1.5K
- Stables: 1.1K
- Horses: 1.1K
- Remainder (50 or more pages): 3.2K

○ All Users  
100.00% Users
 

○ + Add Segment
 
Jan 1, 2018 - Nov 21, 2018 ▾

**Overview**



<b>Users</b> 6,180	<b>New Users</b> 5,878	<b>Sessions</b> 13,186	
<b>Number of Sessions per User</b> 2.13	<b>Pageviews</b> 25,168	<b>Pages / Session</b> 1.91	
<b>Avg. Session Duration</b> 00:01:38	<b>Bounce Rate</b> 57.64%		

**Demographics**

- Language
- Country ▸
- City

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**System**

- Browser
- Operating System
- Service Provider

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**Mobile**

- Operating System
- Service Provider
- Screen Resolution

Country	Users	% Users
1.  Canada	5,196	83.75%
2.  United States	353	5.69%
3.  France	288	4.64%
4.  Germany	55	0.89%
5.  India	27	0.44%
6.  China	26	0.42%
7.  United Kingdom	21	0.34%
8.  Peru	21	0.34%
9. (not set)	21	0.34%
10.  Iraq	20	0.32%

[view full report](#)

**Demographics**

- Language
- Country
- City ▸

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**System**

- Browser
- Operating System
- Service Provider

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**Mobile**

- Operating System
- Service Provider
- Screen Resolution

City	Users	% Users
1. Ottawa	2,308	32.69%
2. Montreal	785	11.12%
3. (not set)	363	5.14%
4. Toronto	318	4.50%
5. Paris	279	3.95%
6. Gatineau	198	2.80%
7. Kingston	130	1.84%
8. Chatham-Kent	96	1.36%
9. Hamilton	79	1.12%
10. Brockville	73	1.03%

[view full report](#)

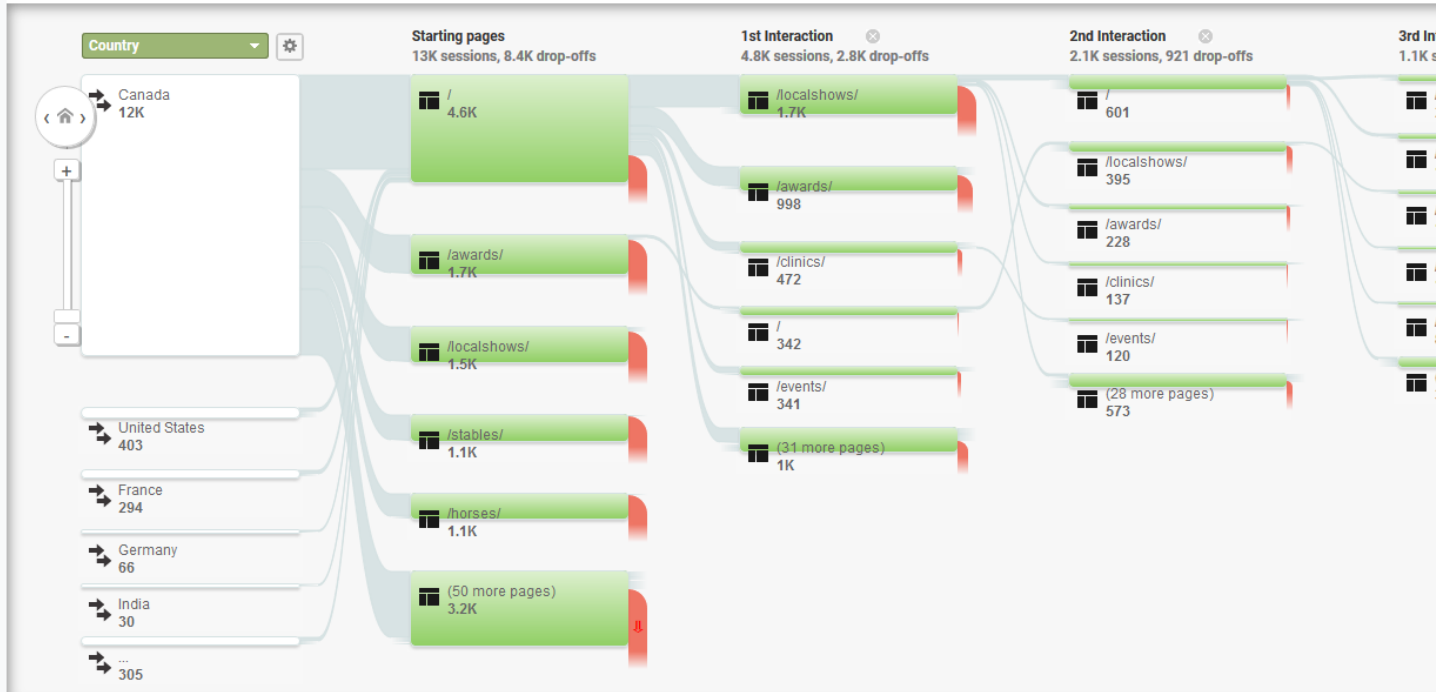


## Users Flow

Level of Detail ▾ Export ▾

All Users  
100.00% Sessions

+ Add Segment



## 2018 BANQUET

**Total amount confirmed for banquet = 194 (192 adults and 2 children)**

### Breakdown of actual attendees

*Attendees (adult/children/Board of Directors/Guests)	194
Less: One Board Member ( <b>complimentary ticket</b> )	1
Less: One Child	1
Less: Adults	<u>6</u>
Actual Number of attendees	186

### Tickets paid for:

Adults:	182 x \$50.00	\$ 9,100.00
Children:	<u>2 x \$30.00</u>	<u>\$ 60.00</u>
	184	<u>\$ 9,160.00</u>

\*11 complimentary tickets (9 board members and 2 guests = 11)

**\*10 complimentary tickets (one ticket was paid)**

**(Heather Snipper and Carolyn Allen were not included in the numbers as I was aware that they were not attending)**

<b>Total Banquet Cost (venue)</b>	<b>\$10,987.90</b>
<b>Total Ticket Revenue</b>	<b><u>\$ 9,160.00</u></b>
<b>Shortfall</b>	<b>\$ 1,827.90</b>
<b>Deposit</b>	<b>2,520.87</b>
<b>Final Payment</b>	<b>\$ 8,467.03</b>

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### **Heather Kelly – Banquet Director**

Although I have been Banquet Director for a few years this year was a huge learning curve when it came to dealing with a “professional / convention” centre. The difference between a “private” venue to a “public” venue posed some interesting challenges i.e. discovered that there was no audio system provided three days before banquet.

### **2019 BANQUET**

I requested proposals for the 2019 Banquet from Tudor Hall and The Ottawa Conference and Event Centre. I also request proposals from Stanley’s Olde Maple Farm – but with the weather being a crucial consideration and prices provided it wasn’t a feasible option. As of today’s date (Tuesday, November 27, 2018) I have not received the quote from Tudor Hall. I was told I would receive a quote by Monday November 19, 2018.

I am proposing to hold the 2019 banquet at The Ottawa Conference and Event Centre on either November 16, 2019 or November 23, 2019 – both dates are available at this time and I have put a “hold” on November 23, 2019 until the GM, at which time the Board can vote and decided which date. (we pushed it a week earlier this year as it was the only Saturday the venue had available at the time of booking).

I have received numerous compliments about the food (especially the desserts), access to the venue (easy to get to) and parking. Although it is slightly more expensive than I think the members were much happier this year with respect to quality and quantity of food and the venue itself.

**2019 PRICE**

**\$57.00 per person (all inclusive i.e. taxes/gratuities) – same menu as this year**  
(under 10 / \$25.00)

**DINNER MENU #1 — BUFFET**

Appetizer Artisanal Rolls and Butter Kale and baby Spinach with Dehydrated Cranberries, Pumpkin Seeds and Golden Raisins, tossed in a Creamy Dill and Cucumber Dressing Asian Broccoli and Roasted Root Vegetable Salad Tomato and Bocconcini with Shaved Asiago, Kalamata Olives and Fresh Basil Vegetable Crudités with a Dill and Citrus Dip Marinated Mushrooms Main Entrée Carved Honey Glazed Ham Three Cheese Tortellini tossed in a Tomato and Basil Sauce Poached Filet of Cod Glazed with Roasted Fennel Cream and Tarragon Traditional Slow Roasted Turkey with Country Style Stuffing Buttermilk and Chive Whipped Potato Seasonal Vegetables Dessert Assorted Cakes and Pastries Sliced Seasonal Fruit Coffee, Decaffeinated Coffee and Assorted Tea Station \$56.00 Per Person (Minimum 40 Persons)

**From the Banquet Coordinator – Ottawa Conference and Event Centre**

“The very best price that I can offer you for 2019 is \$57 taxes in which is a \$2 increase from this year. This price is technically \$50.49+HST which is a \$5.50 discount on our regular 2018 menus and likely a \$7.50 discount on our 2019 menus if they go up by \$2 like they did this year.”

**TICKET PRICE PROPOSAL FOR 2019 BANQUET**

**Based on 2018 cost**

Risers = \$60.00 x 2 = \$120.00 (\$15.60 hst)

Tables (8 ft) \$35.00 x 6 = \$210.00 (\$27.30 hst)

**Total for risers/tables = \$372.91**

Ticket Price	\$ 57.00 x 185 =	\$ 10,545.00
Risers = \$60.00 x 2 =	\$120.00 + \$15.60 =	\$ 135.60
Tables = \$35.00 x 8 =	\$210.00 + \$27.30 =	<u>\$ 237.30</u>
	Total Price	<u>\$ 10,917.90</u>

**185 / \$10,997.00 = \$ 59.02 per person**

Add: Audio System	\$ 100.00	(\$50.00 / 2018)
Add: Decorations	\$ 300.00	(N/A for 2018)
Add: 12 Directors / 2 Speaker/Photographer	<u>\$ 798.00</u>	
	<u>\$ 12,115.00</u>	

**185 / \$12,001.00 = \$64.87 per person**

<b>Total Charge of</b>	<b>\$12,115.00</b>
<b>Charge \$60.00 x 185 per person</b>	<b><u>\$11,100.00</u></b>
<b>Deficit:</b>	<b><u>\$ 1,015.00</u></b>

**I propose that we do another Silent Auction and with a price increase in membership of \$5.00 (180 approx members x \$5.00) = \$900.00 we would mitigate any deficit.**

### **TO CONFIRM VENUE FOR 2019**

“Our deposit structure has changed for social events... Instead of taking 25% up front and the balance after the event we now take \$1500 up front and then 50% 60 days out. This means less of a commitment for you up-front but we now need to secure the funds in advance to order the food and confirm the event.”

### **AGM Report from Awards Director**

In the technical classes 60 Trophies were awarded, 64 Champion Plaques were awarded (Walk/Trot Gold, Madison Crich & 2 additional plaques for ESD W/T/C Champions), 30 Reserve Champion plaques were awarded, 11 3rd Place medallions were awarded and 27 Merit medallions.

12 Team Challenge Plaques were awarded to: Centaur Show Team – EDS, 4 Piaffe’s Sake – Silver, Stonecreek Farm – Gold.

Of our Special Trophies 3 were awarded to Mary Raphael, Anne Galt and Sorina Cohn Ostiguy .

Due to the death of Dr William Mills in May of this year the Dr Brian Mills Award has concluded. Many Junior Riders were fortunate to have benefited from this award over the years.

Kathey Rowsome was awarded the Madison Crich Memorial Award.

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As well, we gave special recognition to Kiara Williams-Brown for her participation at the North American Junior & Young Riders Championships.

Also to note for 2018 were the introduction of two new programs to the Ottawa Area: Rising Stars at the Ottawa Dressage Festival & the National Dressage Pony Cup. These two programs added additional showing opportunities for our riders – mainly our Junior Riders and those riding ponies.

### **Additional Metrics**

#### **ESD/Schooling**

41 riders in total riding at ESD

30 riders qualified for awards (rode in 3 or more shows)

13 Trophies awarded out of 16

#### **Silver**

69 riders in total riding at Silver

31 qualified for awards (rode in 4 or more shows)

15 Trophies awarded out of 25

#### **Gold**

72 riders

40 riders qualifying awards (rode in 4 or more shows)

15 Trophies awarded out of 20

#### **FEI**

39 riders

21 riders qualifying awards (rode in 3 or more shows)

13 Trophies awarded out of 16

### **Education**

Requested feedback from all participants of OADG Freestyle Clinic 101. Used this info as basis for newsletter article. In the article, I requested interest for another such clinic. I did not receive any interest. Since my two presenters were not interested in doing a second clinic until November, I put this on the back burner to deal with later in the year.

Unfortunately, health issues for one of the presenters has resulted in a no go for 2018. We did work extensively with one of the participants to help understand the use of the software presented in the 2017 clinic to pull together their freestyle music. As a result, if a second freestyle clinic is a go for 2019, it will focus more on helping folks with the software. This is something the new education director(s) should pursue.

Also did up article for newsletter for the Stephen Clarke clinic Oct 12-14, 2018. This was to get the ball rolling to ensure we had enough auditors to make our Ottawa site financially viable for Cadora so that we might be considered for another clinic in the future. I also provided a great deal of assistance to Cadora ...especially David Rosensweig... because I was here and he was out of town. I believe Cadora was very happy with the venue and the results overall. The weather certainly cooperated...everything dried out and wasn't muddy at all...a very different story from David's visit on the Thursday before.

Due to an email from a parent of a young rider, started to investigate the possibility of a D4K clinic in this area. As a result, discovered that Siri Ingebrigsten already had a date in Sept. 2019 for such a clinic. Thus, I feel OADG should support her in this effort. At the moment, she has about ½ the riders she needs for the clinic. I have provided her with a couple of candidates. I've also provided her with the possibility of having paying auditors based on info I gleamed from the Calgary clinic in 2018. I've also asked her to do something up for the newsletter...not sure she will pursue without encouragement. I also told her if given details we would put it up on our website and Facebook page.

### **Communication**

It was a bit of a quiet year for Communications, but we still managed to:

- send eblasts to members for any significant items of interest
- keep members informed through the Facebook page of items of "community interest"
- highlight the 50th anniversary through old photos and reprints of archived newsletter articles
- issue two newsletters (aiming to be back to three for 2019)