2019 Annual Meeting

Senior Staff

US EQUESTRIAN

"Everything we do is for our members and their horses, otherwise we should not be doing it"

- *Bill Moroney*

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SENIOR STAFF PRIORITIES

Members are clear about what they want

REDUCE BARRIERS TO ENTRY

CUSTOMER- FRIENDLY

GROWTH & AWARENESS OF EQUESTRIAN SPORT

MORE EFFICIENCY

AFFILIATE ENGAGEMENT and SUPPORT

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2019 USEF PRIORITIES

1. Good Governance & Safe Environment for all
2. Busting Bureaucracy
3. Excellence On & Off the Field of Play
4. Sport Development and Success
5. Expand Affiliate Engagement & Communication Efforts
6. Remedy Affiliate Status Issues
7. Build a Strong Staff and Volunteer Team

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2019 PRIORITIES

Good Governance & Safe Environment for all

- Effectively manage and oversee
  - ✓ *Safe Sport*
  - ✓ *Equine Drugs & Medications Rules and Testing*
  - ✓ *Council & Committee Structures and Effectiveness*
  - ✓ *Rule Enforcement/Hearings*

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2019 PRIORITIES

Busting Bureaucracy

- ***Simplify decision-making processes***
- Evaluate governance structure
- CEO discretion to make the right decisions
- Board and Committee diversity
- Streamline rule process

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2019 PRIORITIES

Excellence off the Field: Finance & Operations

- ***Simplify financial reporting***
- Automate Post Competition Reports
- Develop and implement
  - ✓ ***Paperless credit card transactions***
  - ✓ ***Telephonic membership renewal process***
  - ✓ ***Automatic member call-back service***

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2019 PRIORITES

Excellence off the Field: Competition & Athlete Services

- ***Reduce barriers for organizers and members***
- Competition Manager Education program
- Athlete training for FEI Online Entry system
- **Automation of online entries**

FEI™ INTERNATIONAL EQUESTRIAN FEDERATION

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2019 PRIORITIES

Excellence off the Field: Information Technology

- Document Library project
- ***Flex Membership Concept** Development*
- New and ***improved services*** on the Web and in Apps
- ***Automate, Automate, Automate***

2019 PRIORITIES

Excellence off the Field: Licensed Officials

- *Increase functionality of internal processes*
- Complete ***new online application system*** with up to date dashboard including applicant status
- Implement ***new clinic information request system*** with Affiliates
- **Promote the clinic calendar** including to Affiliates

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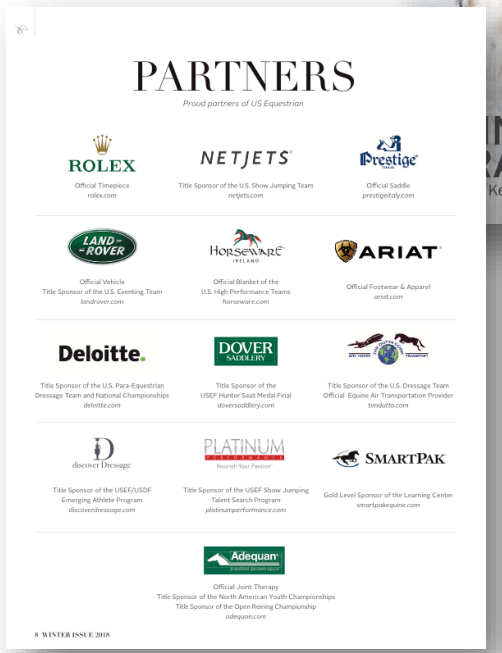
2019 PRIORITIES

Excellence off the Field: Marketing & Communications

- *Build on momentum*
- Adjust Competing and Fan member benefits
  - ✓ *Mailed magazine subscription for promotional fans is $25*
- **USEF Network** content model invests strategically for **exclusive distribution**
- **Expand and optimize sponsor programs** to maximize impact

USEF NETWORK



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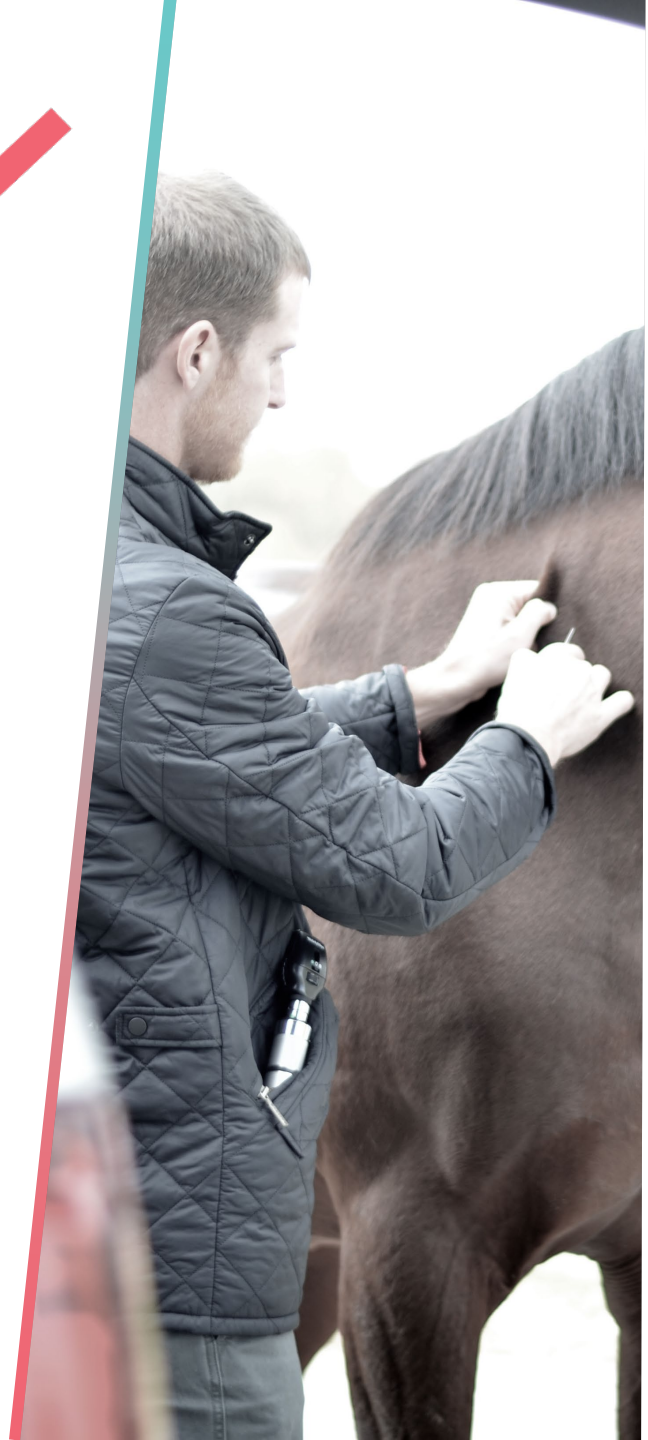
2019 PRIORITIES

Excellence on the Field: Drugs & Medications

- *Enhance testing personnel training*
- **Educate competitors** on:
  - ✓ *sample collection*
  - ✓ *risks associated with equine supplements and how to research products*
- Implement ***online-only filing of Medication Report Forms***



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2019 PRIORITIES

Excellence on the Field: Compliance

2019 PRIORITIES

Excellence on the Field: Compliance

- *Hire new Director of Compliance*
- **Significantly increase venue evaluations** with additional staff and IC
- Conduct *town halls and forums* at competitions and Affiliate meetings
- Provide greater **education on the compliance program**
- Work on *Affiliates competition standards development* and refinement

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2019 PRIORITIES

Sport Development & Success: Major Events

- Pan American Games – Eventing Qualification
- Tokyo Olympic & Paralympic Test Event
- Driving - Pony World Championships and Horse Pairs World Championships
- Endurance - U21 World Championships
- Para-Equestrian - European CPEDI
- Reining - U21 World Championships and Senior World Championships
- Vaulting - Junior World Championships
- Jumping - World Cup Finals, Nation's Cup Finals, European Nation's Cup and Youth Nation's Cup Finals
- Dressage - World Cup Finals and Nation's Cup Series
- Eventing - European Nation's Cup Series and CCI5*
- Programs – Elite, Development, Emerging

FEI JUMPING

FEI DRESSAGE

FEI PARA-DRESSAGE

FEI ENDURANCE

FEI EVENTING

FEI DRIVING

FEI REINING

FEI VAULTING

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2019 PRIORITIES

Sport Development & Success: Defined Goals

"Sustained Success"

- Teams and Individuals are consistently competitive on the World stage achieving identified targets reviewed on a 4-year rotation
- Structures are in place to identify, confirm and assist in the development of young talent
- World renowned coaches, Managers & Chefs, SSM programs, coach development program, LOs and competition calendar
- Launch an Equestrian Coaching Academy concept
- Fundraise against a communicated vision and plan including Para-Dressage Coach Certification Program

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Sport Development & Success: Four Year Planning

- Create a four year operational plan and budget that supports achievement of goals
- Work with USET Foundation on forecasting grant needs and expanding fundraising opportunities
- Finalize the IDC Operational platform
- Continue to develop, increase and implement standards at USEF Championships and Finals
- Include SSM Programs, Athlete targets and KPIs
- Collaborate with Marketing to define properties for additional sponsorship

2019 - COMMITMENT

Sport Development & Success: Talent & Recognition

- Strengthen Pathway partnerships with Affiliates defining roles and responsibilities
- Create promotional campaign about Pathways
- Explore and develop recognition opportunities for Emerging U.S. athlete talent and owners supporting U.S. athletes
- Grow cross-department understanding of FEI Rules, processes and requirements to enhance support to OC and athletes and grow the FEI competitions in the U.S.
- Work with Licensed Officials to develop an eight-year plan for pipeline of U.S. FEI Licensed Officials (especially Judges & Course Designers) including streamlining of processes

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2019 PRIORITIES

Sport Development: National Breeds & Disciplines

- *Promote/Enhance USEF National (Non-FEI) Championships*
- Simplify the **USEF Lettering program**
- Saddle Seat Young Riders Team development and international competition
- Prepare for 2020 Saddle Seat World Cup Team Trials
- *Hats to You promotion* at National (Non-FEI) Championships

USA SADDLE SEAT YOUNG RIDERS

US EQUESTRIAN HIGH SCHOOL ATHLETE

US EQUESTRIAN | NATIONAL CHAMPIONSHIP

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2019 - COMMITMENT

Expand Affiliate Engagement

- Reorganize *Affiliate Member Incentive Program* to emphasize growth opportunities
- Expand and *promote scholastic programs*
- Grow **USEF Lite** Program
- Enhance USEF Championship management
- Expand recognition program

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2019 PRIORITIES

Expand Affiliate Communications

MY FIRST

My First Horse by Glenys Cain Oakford

Young Aurora Ritter's Friesian mare Annebelle has brought joy to the whole family.

Above: "When she sees Aurora, she'll come running," mom Bethany said of Annebelle's relationship with Aurora (above). "She knows that's her kid."

Right: Aurora Ritter received Wilma Wv., known as Annebelle, as a surprise last Christmas.

When Bethany and Warren Ritter decided to buy daughter Aurora a horse, they didn't have any trouble choosing which one. Aurora, now 7, already had fallen for a Friesian mare at Pam Roush's Avalon Stables in Lutz, Fla., where both Aurora and Bethany take lessons, and it was clear the feeling was mutual.

"She's very patient and loving, and she loves to be cuddled, which is a big thing for our family," Bethany said of the 11-year-old Friesian mare Wilma Wv., known around the barn as Annebelle. "Not all horses like to be poked by small children or have flowers braided into their manes, but Annebelle will stand there patiently and love every minute of it. Annebelle can be way out in her field, and when she sees Aurora, she'll come running. She knows that's her kid."

"She's so nice, and she's a very good teacher," Aurora said. "My favorite thing is to love on her, hug her, and put flowers in her hair."

Aurora started riding at Avalon two years ago, fulfilling a promise her parents had made each other before she was even born.

"When I became pregnant with Aurora, my husband and I had a deal: if we had a girl, he would buy her a pony when she turned eight years old. If we had a little boy, we would build a basketball court so he and the little boy could play basketball," explained Bethany, the education coordinator for a Florida-based property insurance company. "So when Aurora was four, on a whim I bought a Groupon for horseback riding lessons at Avalon Stables. We went there just before her fifth birthday, and we fell in love with the instructors, the property, and with the American Saddlebreds and Friesians that were there. Aurora had so much fun, and we kept coming back."

Aurora has blossomed since she began riding.

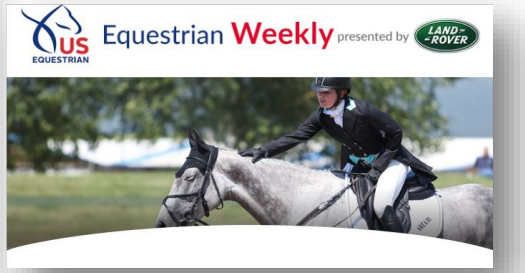
"We've watched her go from an awkward little kid who could hardly post to this accomplished young equestrian, and we're so pleased that this has been a sport she's really excelled at," Bethany said of her daughter, who started showing at age five. "Working with a horse that has its own mind, its own agenda, and its own fears, that's taught her patience and not to give up. If she's had a bad day and goes to the barn with that bad feeling, Annebelle knows it. If she's not bringing a positive, 'I can do it'

PHOTOS: STAMMER STEEDS

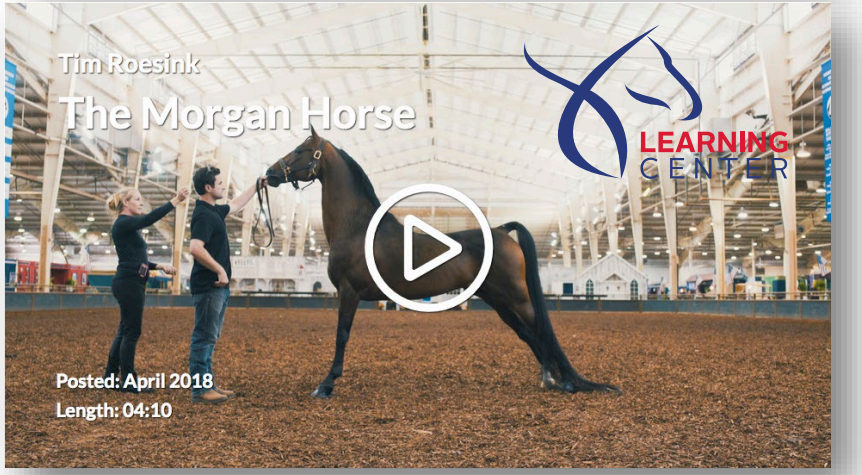
32 FALL ISSUE 2018

Riders Vie for USEF Saddle Seat Adult Amateur Medal Final Championship at Lexington Junior League Charity Horse Show

by US Equestrian Communications Department | Jul 10, 2018, 10:09 AM EST



Reagan Upton, 2017 USEF Saddle Seat Adult Amateur Medal Final champion (Howard Schatzberg)



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2019 PRIORITIES

Remedy Affiliate Status Issues

- Develop and communicate clear Recognized Affiliate status requirements
- ***Complete Affiliate agreements***
- Establish regular progress meetings regarding agreement roles and responsibilities

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2019 PRIORITIES

Build a Strong Staff and Volunteer Team

- Staff and volunteer training and development
  - ✓ Professionalism in the workplace
  - ✓ Staff and volunteer communications and relations
  - ✓ Conflict resolution and management
- Development of employment processes: hiring, onboarding and promoting
- Implement recommendations of HR assessment
- Incorporate Predictive Index Assessments in hiring and team building

Member safety, engagement and value are our top priorities