



**WE UNITED Board of Directors  
Conference Call**

|       |                  |       |             |
|-------|------------------|-------|-------------|
| Date: | October 27, 2016 | Time: | 5:15 pm PDT |
|-------|------------------|-------|-------------|

Acting Chair in Attendance?  President Julie Alonzo  
 Secretary?  Secretary Bruce W. Menke

President Julie Alonzo called the meeting to order at 5:17 pm PDT

**Members in attendance at roll call**

**Members Absent**

| Last Name | First Name | Title           | Last Name | First Name | Title       |
|-----------|------------|-----------------|-----------|------------|-------------|
| Alonzo    | Julie      | President       | Alvarez   | Ruth       | Director R7 |
| Price     | Barbara    | President Elect |           |            |             |
| Menke     | Bruce W.   | Secretary       |           |            |             |
| Schwartz  | Cari       | Director R1     |           |            |             |
| Limond    | Polly      | Director R2     |           |            |             |
| Atkinson  | Doreen     | Director R4     |           |            |             |
| Peet      | Howard     | Director R5     |           |            |             |

**Members in attendance after roll call**

**Members Absent**

| Last Name | First Name | Title       |
|-----------|------------|-------------|
| Stanko    | Chris      | Director R3 |
| Kimberly  | da Silva   | Director R6 |

**Guests:**

| Last Name | First Name | Title |
|-----------|------------|-------|
| Lincoln   | Michele    |       |
| Luoma     | Donna      |       |

Current strength of body was 10. Minimum # for quorum was 6.

Members in attendance was 7.

Quorum Achieved

**MINUTES – 10/20/2016**

The minutes as corrected were accepted.

**TREASURER INTERVIEWS**

- Nicole Grous has withdrawn her nomination.

- There was an email glitch and Donna Louma did not receive the questionnaire until this afternoon. She will be on the call for the interview.

#### *COMMITTEE FOR JUDGE PROGRAM*

- President Alonzo suggested a small committee be appointed to develop/finalize the judge training/credentialing program.
- Polly Limond expressed some concern about the previous work on the judges program. President Alonzo noted that the previous work was preliminary and is not required to be followed. It is a start and a reference.
- President Alonzo indicated that she would prefer if the board was ready to appoint a committee at this meeting. Secretary Menke expressed he would prefer a more deliberate process, perhaps to appeal to WE United members to see if there are interested members with qualifications.

#### *TREASURER INTERVIEWS*

First interviewee was Michele Lincoln

- Secretary Menke asked about serving on the Financial Oversight Committee (FOC) and/or working w/ the FOC as Treasurer. Michele indicated she would not feel comfortable as an overseer (Financial Oversight Committee). She would feel comfortable with her financial background to assist and cooperation with the Financial Oversight Committee to develop policies, procedures, and safeguards.
- Director Atkinson asked about time availability and experience with QuickBooks. Michele indicated she was familiar with QuickBooks. She indicated that time was mostly about time commitment which she has committed.
- Michele asked about what filings are required for non-profits. President Alonzo indicated she thought this was something the Treasurer working in conjunction with the Financial Oversight Committee would need to determine for surety. She indicate that she knew there is a Federal Form 990, state wise there is at least an annual report but perhaps also quarterly.
- Michele asked about income. President Alonzo explained generally what has been the case to date.
- It was noted that no procedures or records exist currently. The Treasurer and the FOC will need to develop those standards.

Second interviewee was Donna Luoma

- President Alonzo asked "Why Us?" Donna responded she initially had been nominated for Secretary but learning that Bruce Menke was likely running and his experience. She wanted to be involved w/ WE United because she wanted to be part of a great bunch of people.
- President Elect Price asked if Donna has experience w/ any accounting software. She has used Quicken and has looked at QuickBooks and notes that it seems to be what most businesses use.
- Secretary Menke asked about serving on the Financial Oversight Committee (FOC) and/or working w/ the FOC as Treasurer. Donna indicated she would be comfortable to serve on the

FOC. (Financial Oversight Committee). She indicated working closely with the FOC as treasurer would be very important to the proper oversight of the association's finances.

- Director Limond asked about setting up the accounting software and whether she was comfortable with both QuickBooks and Quicken. Donna answered she when she had investigated QuickBooks, she noted they have advisors to assist you. With those resources and the oversight committee, she felt comfortable setting up the initial book keeping.
- Director Atkinson asked if she had any Board experience. Donna indicated she does not have board experience. Now that her children are grown, she has more time and it is about managing time and that she believes she will be able to do so.
- President Alonzo asked about her time availability for the job. She answered because it is the first year, there is not much to reference. As such, she would prefer to have monthly reports rather than quarterly to establish a record and trend. As a nurse you recognize what needs to be done and do it. The first year may require more time, but if she agrees to be treasurer, the job will be done.

Discussion among the directors followed after the second interview.

- Director da Silva expressed that she thought Donna was more personable. Michele she felt was honest.
- Director Peet said he thought both would be committed to do the job and were honest. He liked them both. If he had to make a choice, he would go with Donna.
- Director Atkinson felt that Donna connected with the Board quick and would be easy to communicate with us well. She liked Donna's first answer about wanting to help WE very much. Doreen felt that Michele did not seem to have as much confidence.
- Director Stanko felt much the same as Doreen. She liked that Donna was researching right away. She would lean towards Donna.
- Director Limond agreed with previous comments. Both are qualified but that Donna had the better interview.
- Director Schwartz agreed that investigating the role was important. Thought her positive attitude was good. Michele has numbers experience which is also important. She is torn between the two.
- Secretary Menke too was torn between the two, but the enthusiasm for the role and finding out what needed to be done may tip the scales.
- President Elect Price thought the willingness to get in and find out what needs to be done is important for the start up of the organization.
- President Alonzo said she changed her mind to support Donna based upon her flexibility.

#### *APPOINT TREASURER*

- Secretary Menke made a motion to:

|   |
|---|
| <b>MOTION</b> <i>Appoint Donna Luoma as Treasurer of WE United.</i> |
|---|

- ✓ Voting strength of the body was 10. By voice vote the motion carried.

### CREATE THE FINANCIAL OVERSIGHT COMMITTEE

- President Alonzo made a motion to:

|   |
|---|
| <b>MOTION</b> <i>Appoint Michele Lincoln and Nicole Grous to the Financial Oversight Committee. Designate Michele Lincoln as Chair.</i> |
|---|

- ✓ Voting strength of the body was 10. By voice vote the motion carried.

### COMMITTEE FOR JUDGE PROGRAM

- President Elect Price supported the suggestion to ask our members who would be interested in serving on the Judge Program. She noted that the USDF is experiencing some issues attracting new judges due to the extensive time, travel and expense associated with their program. Director Limond agreed from her experience.
- President Alonzo expressed she believed an application process to appoint qualified people, they committee would develop the judge training program, bring to the Board for adjustment and approval. Another group of people/committee
- Other committees that we should solicit members participation.
  - Awards
  - Regional
  - Show
  - Competition Appeals
- President Alonzo will direct email to our members to solicit members to apply for positions on these five committees.

### WE UNITED SUPPORTER

President Alonzo reported that a member suggested a non-competing membership at a lower rate to give people an opportunity to support. Such a membership is not allowed by the bylaws but a “Supporter” designation could be feasible.

- Director Stanko stated that High Country Working Equitation does not have a supporter designation but have several members who do not compete.
- Director Schwartz expressed a desire to keep it simple. The membership is only \$25 and is not a lot of money and people that want to support can become members. President Elect Price agreed and indicated if the price of membership rises significantly in the future it can be looked at again then. Director Limond agreed about an additional designation might make sense if the regular membership increases much in the future.
- No motion or decisions were made.

### MARKETING

Secretary Menke suggested that some point in the future a Marketing Committee would be advisable.

- Director Limond agreed and expressed that even now we need to market to attract members.

- President Elect Price agreed as well and that the marketing committee is important for consistency and doing marketing right, especially from the beginning so that the association is not having to fix marketing mistakes later.
- There was general discussion of how the sport is developing in various areas, some general ideas of how to encourage participation in those areas that are not very active in the sport as of yet.

#### *REGIONS MEETING*

Director da Silva suggested that a meeting of the various regions to exchange ideas of what is happening and successful could be very helpful. She knows that she would like help to get WE going in her region.

- This may be a focus of our next meeting.
- Director Stanko indicated that the High Country Working Equitation Club will be sending to all the organizations a letter to each national WE organization to explain what the club will be doing for the next year.
- A regional discussion was scheduled for Thursday November 3. This will not be a meeting but forum to exchange ideas to support WE in your region.

#### *NEXT MEETING*

Next meeting is scheduled for Friday, November 18 at 5p PDT.

Meeting was adjourned at 7:16p PDT



Bruce W. Menke, Secretary