



**Membership Outreach Committee Meeting Minutes  
February 23, 2022**

**Call to Order: 8:00 pm EST**

Kristen McGraw

**Roll Call**

Present: MOC Chair-Kristen McGraw, 1-Sarah Bronson, 2-George Paffendorf, 3-Sherri Moore, 4-Toby Cross, 6- Erica Berg, 7-Dionne Newton, 8-Jen Donahue, 9-Karen Tanchak, 10-Kristen Marcus, 11-Courtney Mellor

Staff: Kathy Alm, Kendyl Berger and Brittney Kemper

Guests: Region 2 RLT- Valerie Parody NY Chair, Renae Dixon representing Amber Cash MD Chair, Pam Hayes-Houldin PA Chair, Karen Garland DE Chair and Communications Chair, Marya Pecukonis Past Region 2 Representative, Karen Brittle Region 2 Conference Task Force Leader

Excused: 5-Missy Lamont

**Motion to approve Minutes from 1/19:** George Seconded; Toby Approved Add 1/19 minutes

**Office Updates:**

Kathy Alm, Kendyl Berger and Brittney Kemper

**Brittney Kemper:**

1. Introduced by Kendyl – Brittney is the Membership Representative for PATH members, 2yrs with PATH this month she has owned horses for 20 some years. Brittney is on the meeting to learn how to better serve PATH Members and to be a better liaison to Region Reps. She is very excited to be here.

**Kendyl Berger:**

1. Membership Team recently hired Brandi in a part-time position in the education department. Brandi will help with tech support tech meetings and events.
2. Data base specialist, Matt just started this week.
3. March 4 is the deadline to submit Abstracts for the PATH Intl. Conference in October. Questions should go to Kendyl.
4. All Center Lists on Google docs have been updated, notes have been kept. Thank you! Good job! Keep it up! Center renewal is due the end of March. For a Grace Period, Center should talk to Karen.
5. Finance Update - Remaining in general MOC Fund \$1,005. Region 1 has \$196 remaining. other Regions all have \$300 left. Must be expended by June 30, 2022.

**Kathy Alm:**

1. More member services - finally the office has a person dedicated to help with tech issues quickly and efficiently. Nice to have filled the education assistant position.
2. PATH Intl. will be hiring an executive assistant and is contemplating changing the name to executive services coordinator since Kandis supports the Board and Kathy. Kandis will be

- staying on until the position is filled. If you know of a candidate, needs to be in the CO/Denver area, please send the information to Kathy. Position cannot be 100% remote.
3. Diversity, Equity, Inclusion Initiative - The Diversity, Equity and Inclusion Committee is working on an action plan based on the goals and objectives the board has set forth.
  4. Launch date for the new website is expected to be March 1. Notice will go out when the office is sure it is ready. Thank you to all who helped with all things that needed to be fixed. Please let Kendyl know if anything needs to be fixed. Excited about the Find a Program section and that the Search Function works.
  5. Kathy attended the USEF Awards Dinner in Naples, FL in January. Octavia Brown one of the first board members of NARHA, founder of several TR programs and an icon in the TR Industry received the EQUUS Foundation Humanitarian Award. George also attended the awards dinner and talked briefly about the many years he and Octavia worked together and how deserving she was of the award.

## **Action Items**

### **Kendyl Berger**

1. State Meeting Updates: Not required to have a State Meeting outside of the Region Conference. State Meetings are required at Region Conferences. At Region Conferences, State Meetings tend to be all about state issues. State Meetings at a home state tend to be more about education. State meetings are encouraged, but not required. If you are going to host a State Meeting in-person or virtual please fill out the Meeting/Events Google Form. Note time requirements. 45 days for virtual. 90 days for in-person. So much has changed in the past two years with COVID. State meetings can be virtual. If insurance is needed, for an in-person State Meeting, the Insurance payment for in-person meetings will come from the region allocation.
2. Outreach Planning: If hosting an event – the education/training fee for non-members will be \$20 per CEU offered. PATH Intl. will create a registration document/link. Non-members cannot have access to free education. Ask Kendyl for ways to manage registration for in-person and virtual. Hosting Center should use collected fees to pay event costs. Surplus funds go to the center. In-person on site needs photo release form and speaker release form. Having to pay for education often motivates non-members to join as well as cover costs.

### **Kristen McGraw**

3. **Extending Meeting Time:** In March meetings will be extended to 90 minutes. This necessary because it is extremely difficult to have discussions, feedback and answer questions in one hour. MOC Meetings will start ½ hour earlier. This will help the MOC to cover what is needed and not rush.



### George Paffendorf

4. **Region 2 Update:** Region 2 is reaching out to Centers on the renewal list. The RLT continues to provide technical assistance to members and centers. Region 2 members are looking for free education for CEU's. Recently the RLT worked with the Equine Science Center of Rutgers University and members can receive six CEs through Rutgers webinars. Karen G. DE and Communication Chair - RLT are developing training and Roundtable Sessions for members to receive CEU's. Pam – PA Chair, Renee – MD and Valerie – NY Chair gave updates on their respective States. Karen Brittle – Region 2 Conference Task Force Leader gave an interesting and informative update on the conference.

### Old Business

Kristen McGraw

1. **Region Conference Fund Raiser to Supplement Region Allocation:** The answer is no. This was covered by Marsha in the Region Conference Task Force Training. Region Reps and State Chairs are encouraged to watch this training.
2. **March Member Connection Implementation:** PATH Intl. will be implementing Region Member Connection in March. Since newsletters have been eliminated this will let members know what is happening in the Region. Brittney is our guru for this.
3. **Update RLT Google doc:** Please make sure you update all RLT and Region Chair information.
4. **View MOC/RLT and Region Conference Planning Recordings:** All will be posted in Member Connections. Please make sure to make notes for Center Renewals.

### Next Meeting

Kristen McGraw

March 16, 2022 7:30-9:00 PM EST

### Adjourn

Kristen McGraw

Motion to adjourn: George, Seconded by Sarah 9:03 PM EST