

WDACO Board Position Descriptions

President

The President of Western Dressage Association of Colorado (WDACO) is responsible for providing overall leadership for the organization. The President oversees the Board's work and often facilitates strategy/planning meetings. The President is generally the primary person who ensures the organization is running smoothly and that the Club is aligned with the requirements and expectations of Western Dressage Association of America. Specific responsibilities include:

- Working with the Executive Board to prepare board meeting agendas and reviewing & approving minutes of the meetings
- Ensuring Completion of action Items from Meetings
- Providing oversight for the WDACO website
- Responding to stakeholder questions
- Reviewing content of all external WDACO communications
- Ensuring that insurance is in place for D&O, Liability, Vehicles, with the Treasurer
- Responding to WDAA requests or requirements and Reporting Membership 2 x yearly
- Overseeing the Annual Membership Renewal Process
- Updating the organization's By-Laws as needed
- Participating in Affiliate Conference Call meetings
- Directing email blasts (MailChimp) and suggesting FaceBook posts
- Monitoring, responding or forwarding to info@wdaco messages
- Producing & updating Schedule of Events calendar
- Overseeing WDACO activities or needs, eg, GO BOX, trailer storage, meeting locations
- Reviewing and signing Agreements including show/clinic venues, Show Secretary & Manager, Clinicians
- Reviewing Clinic & Show Budgets with Show Managers and Clinic Coordinator
- Communicating individually with BOD members
- Recommends members for committees and appoints Committee Chairs
- Arranges for or takes part in new board member orientations
- Assists in recruiting qualified new board member candidates
- Serves as the organization's spokesperson as needed

WDACO Vice President

The Vice President of Western Dressage Association of Colorado is primarily responsible for supporting the President in managing organizational operations, representing the Association at events, actively contributing to strategic planning, and overseeing specific areas of the organization like member engagement, competition development, or educational initiatives, all while upholding the principles and standards of Western Dressage. Specific responsibilities include:

- Assuming the duties of the President in the event of the President's absence or of her/his inability to act.
- Supporting resource development activities
- Representing the organization within and outside the community
- Assisting fellow Board members as needed
- Actively supporting the transition and development of new Board members

- Encouraging riders from the horse community to participate in WDACO shows, clinics, and events.

Secretary

The Secretary of Western Dressage Association of Colorado keeps accurate records of all regularly scheduled and called Club meetings and records attendance. This includes:

- Scheduling Board meetings
- Updating agendas and minutes based on input from the President and Board members, and ensuring distribution of final minutes or documents
- Assists with reporting to WDAA
- Assists with ensuring completion of Action Items from Meetings
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Treasurer

The Treasurer of Western Dressage Association of Colorado shoulders the responsibility of financial oversight, serving as the custodian of fiscal integrity and stewardship. The Treasurer is responsible for managing and accounting for the financial resources of the organization and monitoring incoming WDACO mail. These responsibilities include:

- Making and recommending financial decisions in conjunction with the officers of WDACO
- Maintaining accurate banking and financial records
- Handling and filing all tax reporting requirements
- Ensuring non-profit certification is in order
- Monitoring income and expenses and raising any concerns to the Board
- Ensuring proper payment of all bills and expenditures
- Coordinating insurance coverage with President: D&O, Liability, Vehicle

Clinic Coordinator

The purpose of the Clinic Coordinator is to facilitate profitable, effective, and well-run clinics that are of interest and provide educational value to Colorado Western Dressage members, non-members, and appeal to riders interested in the sport. The Clinic Coordinator need not be a Board member. Reports to the Board President, Vice President or other designated Board Member, if not a member of the BOD.

Specific responsibilities include:

- Ensuring commitment of 2-4 dates annually on the WDACO calendar for clinics and educational activities
- Works with other Board members on Annual Meeting/Awards program
- Contacting clinic or event venues to agree on cost, date, responsibilities
- Ensuring proper Board signature for venue contracts
- Identifying clinician(s) and confirming date, purpose of clinic, venue, responsibilities of clinician, and clinic design
- Ensuring appropriate clinician agreements are in place
- Overseeing or arranging lunch, beverages, equipment, and any other special needs for the clinician
- Develop or oversee marketing advertisements for all clinics, including registration information for WDACO members and potential non—member participants
- Managing proper arena/space, set-up, and tear-down for clinics
- Managing all clinics while in process
- Coordinating Stall Assignments, including working with the Show Manager for back-to-back clinics and shows

- Coordinating Hospitality and volunteers for clinics
- Ensures that WDACO equipment, Arena Box, GO BOX, trailers, arena, letters, etc., are replenished and returned to storage at the conclusion of each event

Shows Coordinator

The Shows Coordinator oversees organization and implementation of WDACO sponsored WD shows. The Shows Coordinator need not be a Board member, but will work closely with the BOD to ensure Rental Agreements and other Agreements are in place. Reports to the Board President, Vice President or other designated Board Member, if not a member of the BOD.

Specific responsibilities include:

- Suggesting and hiring Show Manager and Show Secretary (paid positions) for each show
- Oversees or supervises Show Manager and Secretary leading up to, during, and after each show
- Approves Judges as suggested by Show Manager
- Oversees or arranges venue selection, rental contracting or use fees
- Reviews Show Budget and Assumptions prior to the show
- Ensures that post-show financial information is provided to the Treasurer within 15 days of the end of the show
- Ensures coordination of Stall Assignments, including working with the Show Manager and Clinic Coordinator for back-to-back clinics and shows
- Oversees coordination of Hospitality and volunteers for shows with the Show Manager and Volunteer Coordinator
- Ensures that WDACO equipment, GO BOX, Arena Box, trailers, arena, letters, etc., are replenished and returned to storage at the conclusion of each event

Development Chair Responsibilities

The Development Chair is responsible for the creation and development of external relationships with businesses and organizations that provide mutual benefit to both partners.

This includes:

- Seeking out businesses and organizations that could benefit from a relationship with WDACO and participating in events that provide a WDACO target audience
- Renewing and enhancing existing contributors' relationships
- Securing financial contributions enhancing WDACO operating funds and activities
- Procuring donations of goods and services to be used for prizes, awards, silent auction items for WDAA World Show, and items for the WDACO Annual Meeting silent auction.
- Providing Highpoint Awards options for participating members
- Procuring Highpoint Awards for volunteers
- Seeking out grant opportunities
- Developing relationships with individuals who would financially support WDACO programs, in cash or in-kind.
- Developing and meeting financial goals for financial needs
- Works with other Board members on Annual Meeting/Awards program

Membership Chair

The membership chair is responsible for the marketing and solicitation of members to the Western Dressage Association of Colorado. The Membership Chair need not be a Board Member. Reports to the Board President, Vice President or other designated Board Member, if not a member of the BOD.

Responsibilities include:

- Coordinating Membership promotion with the Advertising Committee and Board members
- Arranging for follow-up contact with Members who do not renew
- Brain-storming with Board on how to increase Membership and follow through on suggestions or plans.

Marketing Chair Responsibilities

The Marketing Chair need not be a Board Member. Reports to the Board President, Vice President or other designated Board Member, if not a member of the BOD.

- Managing Marketing and PR in support of building and maintaining external partnerships
- Supporting all WDACO committees with active outreach
- Representing WDACO and collaborating with WDAA regarding the “Better Together” campaign to attract new members for both WDACO and WDAA
- Running and carrying out campaigns and strategies for events in cooperation with the various committees, primarily: Show and Clinic Chairs, Volunteer Committee Chair, High Point Program, Web designer
- Writing and distributing Press releases
- Developing marketing tools, i.e., handouts, flyers, posters, and branding materials
- Planning and carrying out PR campaigns for member opportunities (Highpoint, volunteer recognition, etc)
- Maintaining Facebook posts, other social media, and forms of advertisement
- Monitoring public and media opinions of WDACO
- Relaying feedback to the Executive Board on marketing strategies
- Evaluating marketing viability and strategies
- Works with other Board members on Annual Meeting/Awards program
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