



Alpha Dressage News

July/August 2020

Editor's Note

COVID-19 impacted life as we knew it and the club regrettably had to cancel the shows scheduled for March and April. During this time, the board has continued to meet via Zoom. We hope to finish the year off strong with restored energy and fresh ideas! Thank you to all the members that filled out our survey that was sent out in June, these results have shaped the way we are planning future shows and events. As the impact of the virus has hit close to home, we have seen how important it is to support local businesses. All the Alpha Dressage Association Board Members hope you will also support us as we continue to grow and roll out new plans.

New plans include trying out different venues and hiring judges with WDAA members in mind! From the survey results, it was brought to our attention that WDAA riders want higher level judges "R" so scores will count for end of the year awards and we are actively working on making this happen for you. We are also excited to partner up with Tarawin Farm in Parrish, FL as one of our new venues. With different venue options we hope to make our shows within reach for more people to join us! As 2020 wraps up we will be hosting three shows tentatively in September, October, and November.

As excited as we are to be able to show at new venues, ADA will be enforcing new COVID-19 preventive measures at all of our events per the USEF and USDF guidelines. Safe horse showing is possible if we all work together. The Board has been working hard looking into new ways to keep everyone safe. We are asking for your compliance in the safety measures and for your flexibility in this time. All procedures will be outlined on the show bill for your review and only online entries will be accepted from now on. We recognize that this is a difficult time for our country and the equine industry, in particular. If you have any questions, concerns or want to share your input please email us at alphadressage@gmail.com

The organization chart for ADA has been rearranged slightly. We would like to officially introduce our new board members; Suzi Jennings is now our Vice President and will focus on organizing shows. Robin Segó continues on as President. Linda Roberts remains the Secretary and Web Designer. Martha Koehnlein is the glue that holds the club together holding the Treasurer and Membership Secretary position. Danielle Ammeson fills in the gaps, in charge of social media and Events Co-chair with Suzi.

Thank you for your understanding and support.

*"The rider must listen into the horse, in order to judge when the moment for an aid has come, which aid is needed and how intense it must be. He must know how to create or wait for the right circumstances, to prepare the horse."
~ Gustav von Dreyhausen*

"It is important in training to always start with easy exercises and also to end with easy exercises that the rider and horse understand. This helps build confidence in both horse and rider." - Klaus Balkenhol

Member Spotlight – Robin Sego - ADA President



My love for horses began in Saudi Arabia about 50 years ago. I started out Eventing but fell in love the dressage phase so I made that my focus. I have been an active member of Alpha Dressage for about 15 years, serving on the board for most of them. I love the friendship and support that this group has given me over the years. I work as a small animal Veterinarian and live in Myakka City with my husband, five horses (a mixed herd of Russian Warmblood crosses and Andalusian crosses) and six dogs.

Website and Facebook Updates

We will be refreshing content on our website over the summer. We would love to include more photos of our own members with or without their horses. If you have a photo you would like to share with our online community please send it to info@alphadressage.org (Note: This is different email address associated with our website. Using it will help the webmaster greatly.)

Find us on Facebook at **Alpha Dressage Association**. As we firm up show schedules, dates, and other events this will be the first place you'll see the updates. A huge thank you to Danielle for taking on the Admin role for us!

Alpha Dressage Officers

President

Robin Segó
(941) 322-0494
sego1@juno.com

Vice President & Events

Coordinator

Suzi Jennings
(256) 651-5950
adaentries@gmail.com

General Secretary

Linda Roberts
(941) 773-4936
lindalrobert816@gmail.com

Treasurer / Membership Secretary

Martha Koehnlein
(941) 320-7673
Koeh2337@gmail.com

Social Media and Events Co-chair

Danielle Ammeson
(941) 321-2469
spitfirelover22@hotmail.com

Members At Large

Betty Brown
Deb Herbert
Sue Slaubaugh
Donna Sloben

We're on the Web!

See us at:

www.alphadressage.org

Schooling Show Strategy

Our hope is to offer two one-day shows, and a third weekend that has two one-day, back-to-back shows with different judges. This would provide multiple opportunities for our members to qualify for our ADA awards, plus get enough scores for the USDF Regional Schooling show awards program. For our Western dressage riders, we are attempting to get some "R" judges to help you with your awards programs. We are just now working on getting judges and venues lined up.

Upcoming Events...

We are still finalizing our calendar, but please save these dates! Details will follow as soon as venues and judges are confirmed. Locations are final, judges are still being confirmed.

September 27, 2020 at Triple J – Heather Stalker (R) – USDF & Western

October 17/18, 2020 – location TBD

November 22 at Tarawin Farm

A Note About Our October Show

Start planning your costumes! We would like to liven up our show this fall. Plans for a special costume class and/or costume freestyle are in the works. Stay tuned for more details.



Awards Year Change

Due to the show cancellations earlier this spring we are extending our club's award year until November 30, 2020. Our annual meeting where we elect new officers will still be held in November. An awards banquet will be held in January. Again, more details will follow as we adjust our schedule for the remainder of the year.



**Alpha Dressage Association
Membership application for 2020**

Membership runs from Dec. 1, 2019 – Nov. 30, 2020

NAME: _____
Adult _____ Junior (18 & under) _____ Date of birth for juniors _____

EMAIL ADDRESS: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PREFERRED PHONE: _____

ANNUAL DUES

Adult: \$40.00 \$ _____

Junior \$30.00 \$ _____

Please enclose \$10.00 for a group subscription to HORSE & PONY \$ _____

(If wanted) TOTAL \$ _____

Please make checks payable to *Alpha Dressage Association*.

Alpha Dressage Association is a USDF Group Member Organization; its members are automatically USDF Group Members.

APPLICANT SIGNATURE _____ DATE _____

GUARDIAN SIGNATURE OF JUNIOR APPLICANT _____

Mail to:

Martha Koehnlein
490 Percheron Circle
Nokomis, FL 34275

941-320-7673
Koeh2337@gmail.com

GROUP MEMBER ORGANIZATION

ALPHA DRESSAGE ASSOCIATION RESOURCE DIRECTORY PROGRAM

ADA WILL POST YOUR BUSINESS CARD ON OUR WEBSITE FOR \$50 PER CALENDAR YEAR.

THE BUSINESS CARDS WILL BE GROUPED ACCORDING TO THE FOLLOWING CATEGORIES:

1. **Barns/Boarding**
2. **Lessons/Trainers**
3. **Retail:** Tack stores, Feed stores, Equipment, etc.
4. **Equine Professional Services:** Veterinarians, Farriers, Chiropractor or Massage, Clipping, Hauling, Property Maintenance, etc.
5. **Other Professional Services/Businesses:** Insurance, Entertainment, etc.
6. **Miscellaneous:**

ADA SPONSORSHIP FORM

NAME OF BUSINESS: _____

NAME OF CONTACT PERSON: _____

PHONE NUMBER OF CONTACT PERSON: _____

E-MAIL OF CONTACT PERSON: _____

SPONSORSHIP DATES: _____ **TO DECEMBER 31, 2020.**

Please submit this form, a business card, and a check made out to Alpha Dressage Association for \$50. Mail to Linda Roberts at 7526 Trillium Blvd, Sarasota, FL 34241. If you have any questions, please contact us at info@alphadressage.org or call Linda at 941-773-4936.