



Young KWPN-NA Annual Report 2017

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Executive Summary

With just a year and a half under our belt, we would like to present the second year end report for the Young KWPN-NA. We set two initial goals this year: to engage our communities at a local level and to send a team to the international youth breeders competition (IYBC) in Calgary. In this report we have summarized our efforts thus far and our goals for the coming year.

In 2017 we saw strong growth in our social media presence, competed at the IYBC, and hosted a number of successful local events and clinics. In sharing news, member updates, and YK happenings primarily on our Facebook page, we have seen a 140% increase in followers this year. Our highest viewed post reached 23,400 people! Our efforts have also resulted in 26 and 24% increases in our Instagram followers and Elist members, respectively. Hosting local events did not gather as large of numbers as we had hoped, but they were extremely well received by those YK and KWPN-NA members who attended and even spurred a YK member to initiate hosting an additional clinic.

Our 2018 goals are focused on creating valuable resources for our members through a new educational program, the Young KWPN-NA Masters Program (YKMP).

Members

In 2017 we saw a 24% increase in sign ups for our Young KWPN-NA Elist. Anyone who signs up is included on our email announcements and their interests are considered as we organize events. In 2018 we hope to provide enough value to the Youth Membership that our current members will renew their memberships and those who are currently following our activities will become members to participate in our programming.

b. Member demographics

Below we have summarized information gathered from our Elist survey. With data on our members, we can better target our efforts to best serve the interests of our members. Our goal is to transition to getting regularly updated lists of Youth and Full Members, but there is currently no way to capture those of our members who are between 21 and 30 (the vast majority of our members) from the KWPN-NA member data.

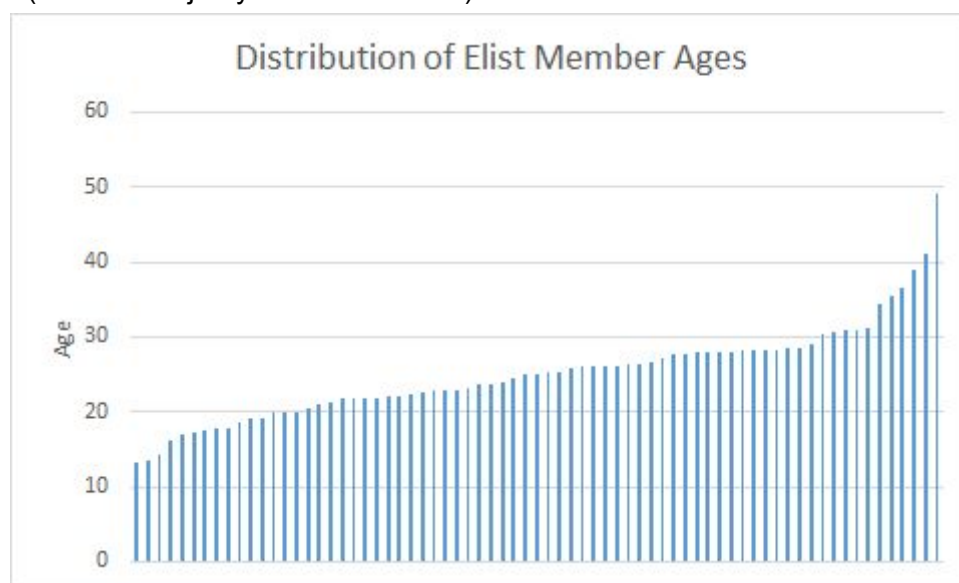


Figure 1. Age of current Elist members.

The majority of our members are between the ages of 20 and 30. The average age increased from last year: 23 to 25.

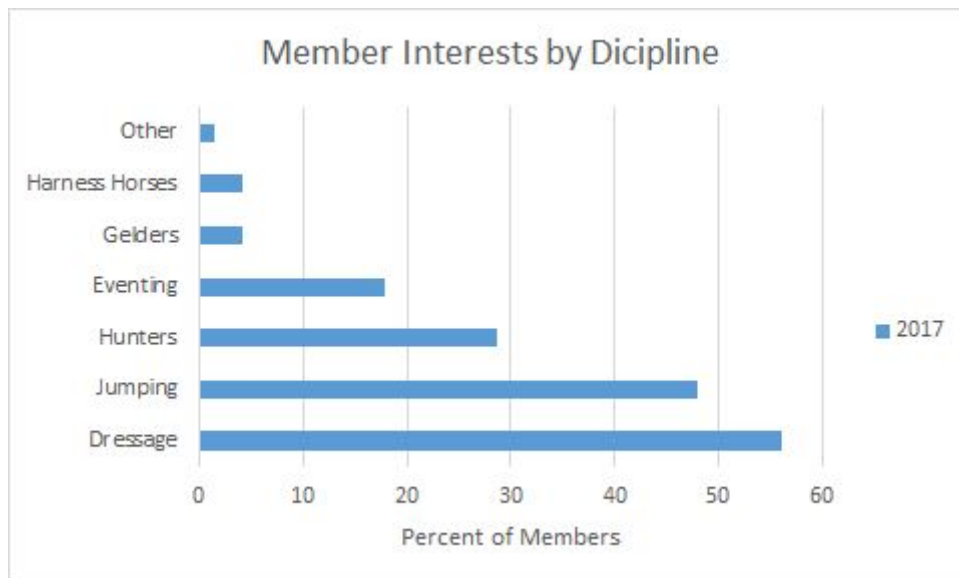


Figure 2. Distribution of member interests by discipline.

The majority of our members are interested in the sport of dressage and jumping.

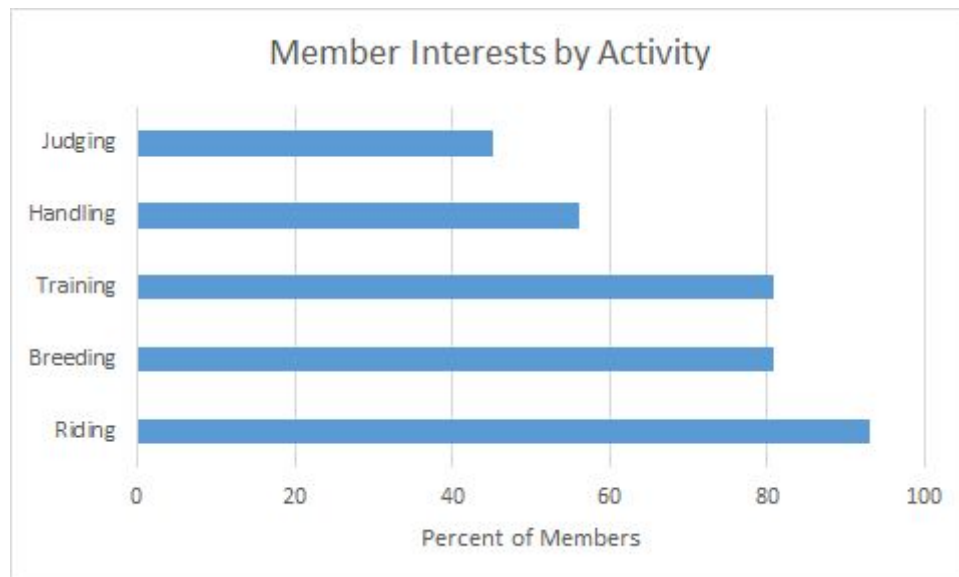


Figure 3. Distribution of member interests by activity.

Our members are interested in all aspects of Dutch warmblood sport horses. They are particularly interested in Riding, training, and breeding.

c. Social media demographics

i. Facebook

Total likes (1/30/17): 313

Total likes (1/3/18): 748 (240% of last year, 140% increase)

Highest reached posts:

- Live video of Valegro farewell presentation at the KWPN Stallion Show (23.7k)
- Live video riding with Wim Cazemier at AGM (6.8k)
- What is a keuring video (6.2k)

- Black Star keuring (5.4k)
- Keuring results from rocky ridge (4.8k)
- Announcing the IYBC Team (4.1k)
- Clinic with Ayden Uhler (3.9k)
- New Exec Team Members (3.4k)
- HorseTelex Webinar (3.3k)
- Regional Liaison announcement - Kate Bruning (2.8k)
- IYBC 'Here we go' (2.4k)
- Spotlight on Amanda Lorinc (1.8k)
- Summer Symposium in New England (1.7k)

ii. Instagram

Followers (1/28/17): 500

Followers (1/3/18): 634 (126% of last year, 26% increase)

- 105 posts

Summary: Our Instagram followers are primarily women between the ages of 25 and 34 from the United States who are most active later in the week in the early afternoon. There were no significant changes to the demographics of our Instagram followers.

iii. Snapchat (New in 2017)

In 2017 we introduced the @YKWPN Snapchat account. We used the account to document keurings and give members a 'Day in the Life' experience for each of our new YK Exec Members

Events

d. Annual Meeting in Lexington, KY

In February 2017 the YK participated in its very first KWPN-NA Annual Meeting in Lexington, KY. The weekend was packed with fun and learning for the YK members as they gathered for the very first time in person. Events included a handling seminar with Willy Arts, linear scoring with Bart Henstra, a buzzer style trivia competition, and a bowling night. Maile de Goeij also presented the YK program to the KWPN-NA membership. The program has been met with great enthusiasm from 'Old' and 'YoungK' members alike!

e. Webinar: HorseTelex

Dirk from HorseTelex provided a live overview of the HorseTelex website, its history, and how to find information on breeding farms and horses. Both YK and KWPN-NA members attended the webinar. There were technical difficulties at the beginning and unfortunately the session was not recorded, but Dirk and HorseTelex have been great connections for the YK and a huge wealth of knowledge as we move forward!

f. 2017 Keurings

Our video from the Texas keuring had over 5,000 views! Our very own Sara Duke went to her very first keuring to present her filly and received reserve champion in all of North America! Katelyn Kok also made a 'What is a Keuring' video for anyone who is new to these inspections!

g. Regional Events

In an effort to reach out to KWPN-NA farms and engage YK members at a local level, we hosted local events in California, Michigan, and New Hampshire. Meet and Greets were held at McTalley Manor and Shooting Star Farm and two clinics were held in Michigan with Ayden Uhlir. A number of other events and clinics offered free admission to YK members, showing real support and enthusiasm from the local communities.

h. IYBC

We announced our very first team to compete in the International Young Breeders Championships (IYBC) in Calgary: Elizabeth Evans (CA), Ashlyn de Groot Dodge (CA), Anna Smith (ME), and Maren Reinbold (AB) led by Maile de Goeij. The team trained individually and at D.G. Bar Ranch with Willy Arts as they prepared to compete against teams from other registries in general horse knowledge, presenting a horse in hand, judging conformation, and judging free jumping. When we posted the team announcement on Facebook, over 4,000 people saw the post!

i. Spotlights

To highlight KWPN-NA breeders and riders, we published a few Spotlight articles. One was written by YK member Hillary McMichael about her trainer, Amanda Lorinc. In the second, Sara Duke interviewed Tori Belles who, at the ripe age of 11, is showing over five horses and has grown up on a KWPN-NA breeding farm.

Finance Summary

YKWPNA-NA	Year end	May	June	July	August	Sept	Oct	Nov	Dec
P&L	2016	2017	2017	2017	2017	2017	2017	2017	2017
Budget from NA	\$ 2,000.00	\$ 2,000.00							
YK members/year	\$ 805.00	\$ 875.00							
other income		\$ 151.54							
income	\$ 2,805.00	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54	\$ 3,026.54
Expenditures	\$ 189.89	\$ -	\$ -	\$ 860.00	\$ 2,200.03	\$ -	\$ 289.20	\$ -	\$ 40.34
Total Expenses	\$ 189.89	\$ -	\$ -	\$ 860.00	\$ 3,060.03	\$ 3,060.03	\$ 3,349.23	\$ 3,349.23	\$ 3,389.57
total	\$ 2,615.11	\$ 3,026.54	\$ 3,026.54	\$ 2,166.54	\$ (33.49)	\$ (33.49)	\$ (322.69)	\$ (322.69)	\$ (363.03)

Executive Team

j. Members and roles

Michaela Tolman, Chair
 Maile de Goeij, Vice Chair
 Elizabeth Evans
 Renee Petruzzelli
 Katelyn Kok
 Sara Duke
 Aaron Fisher

k. Number of meetings

The Executive Team had 11 official meetings via conference call with meeting notes documented in our Google Drive.

Goals for 2017

l. Young KWPN-NA Masters Program

We have a new educational program in the works for our members: coming in February 2018, the Young KWPN-NA Masters Program. Moving forward as a group, we want to add lasting value for our YK members. To do this, we are developing an educational program that will continue to involve the KWPN-NA community and generate materials that will be used year after year to educate future generations of members. By logging into our website, members will be able to complete short modules or tasks to gain points. By gaining points and moving through the levels, members will receive certificates of achievement and prizes to recognize their achievements. We can't wait to share this program with you in a few short months!

Appendix

m. 2017 photos



The YK IYBC team was featured in Warmbloods Today!

Breeder: Prima Equestrian

Reserve Champion

La Flexibella

Flexible x Sancerre by Goodtimes

Owner/Breeder: Sara Duke



YK Exec Team Member Sara Duke at her very first keuring with her Reserve Champion, La Flexibella!



New YK Exec Team Member Katelyn Kok



Ryan Jimenez's 'YK Booth' at the Iron Spring Farm Keuring



Tori Belles



Hillary McMichael won a YK decal by sending in this photo of her and her mare at the keuring!



New YK Exec Team Member Elizabeth Evans goes live on Snapchat for the day!



New YK Exec Team Member Renee Petruzzelli goes live on Snapchat for the day



Member Benefits



When you become a member of YKWPNA you're not only joining an organization dedicated to educate and engage the next generation of KWPN enthusiasts you are also getting many benefits like:

- Access to the KWPN-NA Portal
- Qualify for the Willy Arts Young Rider Grant
- Receive printed Newsletter and eNewsletter
- Eligible for year-end awards
- Take part in the KWPN-NA Auctions
- Attend the Annual Meeting and other activities
- Advertise horses free on the KWPN-NA website
- Access to Member Portal section on YKWPNA website
- 15% off of Riding Warehouse online and in stores
- Discount on a year subscription to equestriancoach.com
- Universal Horse Data credit
- Access to all of our regional events for free
- Eligible to participate in our competitions (i.e. win a free breeding from ISF last year)
- Eligible for our clinics
- Free access to our webinars

Don't forget all of the benefits you will get as a YK member!



Our IYBC team ready for action! Top (left to right) Ashlyn and Elizabeth, Bottom (left to right) Maren and Anna.



We had a number of new applicants for 'Youngest YK' Member this year! This is Camie from DG Bar Ranch at her first horse show!



Nathan rocking the YK onesie - or official 'Office Baby'



Debby Harrison leads the trivia portion of the YK annual meeting events. The questions were all practice for the IYBC. (left to right) Debby, Elizabeth Evans, Rebekah Mingari, Renee Petruzzelli, and Hillary McMichael.



Linear scoring seminar with Bart Henstra at the Annual Meeting.



YK Members at the 2017 Annual Meeting. (left to right, top to bottom), Maren Reinbold, Kirsten Fada, Ryan Jimenez, Rebekah Mingari, Hillary McMichael, Michaela Tolman, Kate Bruning, Renee Petruzzelli, Elizabeth Evans, Maile de Goeij.



YK Bowling night at the Annual Meeting!



Field trip at the Annual Meeting



Find out where other YK members live! They might be near you!



Kate Bruning, our New England Regional Liaison



The first YK clinic with Ayden Uhlir!