

Peter Rothschild

### Biography:

I've been actively involved with the USDF since my first convention in 1995 (I've missed three since then). I grew up in rural Western Washington and started riding when I was 5 but it wasn't until I was 42 that I was introduced to Dressage (in 1990). Since then, I've competed primarily at the lower levels on a number of horses but finally was able to bring my horse to the upper levels and earn my USDF Bronze and Silver Medals and Bronze Bar.

I'm an attorney by training and practiced law for 10 years before I went into the family direct marketing business which I then ran for almost 25 years. Since 2007 I've been retired, riding my horse, scuba diving and enjoying life. I've been a member of E.I. and ODS and have been an active volunteer at shows – scribing, scoring, ring stewarding, etc. For almost 10 years I was the co-volunteer coordinator for the E.I. recognized shows. Since 2010, I've been the manager/secretary for the Summervale Dressage Shows in addition to being the secretary for several E.I. recognized shows.

This past year, after some prodding from a couple of TD friends, I went through the USEF TD Apprentice process and became an "r" TD this September – and then TD'd my first show in October!

I've been a PM Delegate from Region 6 for many years and have been on several USDF Committees – Bylaws Committee, Ad-Hoc Adult Clinic Committee, Ad-Hoc Web Advisory Committee, Ad-Hoc Strategic Plan Implementation Sub-Committee and FEI Jr/YR Committee among others.

Candidates for Regional Director were asked to answer 4 questions and their responses were published in Connections.

Here are my responses to those four questions.

1. Question: What special professional or technical skills...would you bring to the E.B. to help implement the strategic plan of the organization?

Answer: While my legal training and experience will help in many ways, I believe my experience as a small business owner is more important. As the owner of a business with revenue very similar to the USDF, I know how hard it is to manage the business side of the organization. I understand how important it is to maximize the value of all we do.

In addition, my specific business experience in running a direct marketing company, I understand customer service and the need to maintain constant connection to our customers, our members.

2. Question: How has your involvement in local, regional, and national USDF activities promoted and enhanced dressage, both regionally and nationally?

Answer: I became involved with Region 6, and the USDF, in 1995 when at the request of the Regional Director, I supervised the creation of the first Region 6 website. I then ran that website for about 10 years. It became the model for Regional websites and was THE source of dressage information for Region 6 during that time.

In the early 2000s I was a member of the USDF Committee that supervised the Adult Clinics with the late Walter Zettl and ran the Region 6 clinics which were very well received. I've also run very successful USDF/USEF recognized dressage shows for the last 8 years, both for my local GMO and for Summervale Dressage.

I've had the privilege of supervising the Regional Youth Clinics the past two years and continue to work with the Regional Youth programs.

Lastly, I've just gone through the USEF TD program and since the USDF will now be responsible for educating the Officials, I believe my very recent experience will be an asset in assisting the USDF in creating its new activity.

I believe all of these activities have promoted and enhanced dressage at the local, regional and national level.

3. Question: What specific goals and objectives do you have for USDF and your region if you should be elected regional director?

Answer: I want to help implement the USDF's strategic plan on the following items:

- a. Explore expanding year end award and recognition opportunities at the USDF Region level, including schooling shows. (Evaluate merits of adopting a version of the USEF Competition Light concept versus USDF Regional League concept based upon schooling shows of our GMOs)
- b. Build relationships with other organizations.
- c. Foster a welcoming environment for volunteers.

All three of these items have a "High Priority" per the 2017 Strategic Plan and if they are implemented, will significantly improve the local, regional and national organizations. While "a" will need work at the national level to be able to be implemented at the regional, "b" and "c" can be started here. I want to work more closely with other organizations so that we work together to benefit all of our members rather than end up at cross purposes as has happened.

I think we all know how important volunteers are for our shows and such. I want to encourage cooperation among the various entities, GMOs and private entities – share "best practices" and examine non-traditional ways of encouraging volunteers.

4. Question: How will you, as regional director, encourage greater participation by each member within your region?

Answer: First and foremost, to ask each and every member to participate in some way. In order to do that, I'll work with USDF to make sure there are regular, and efficient, means of communicating to all the members.

Second, I will have regular "meetings" with the Delegates, GM and PM and GMO Presidents (or their Dressage Designee) to help coordinate, identify and publicize all that happens within the Region (which is a LOT of activity). While the Facebook page is getting a lot of activity, we need to make sure

the information is getting to all the right parties.

Third, I hope to encourage the non-GMO entities that do clinics, run shows, etc., to include their local GMO and the Region and work as partners, rather than competitors.

Thank you,

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