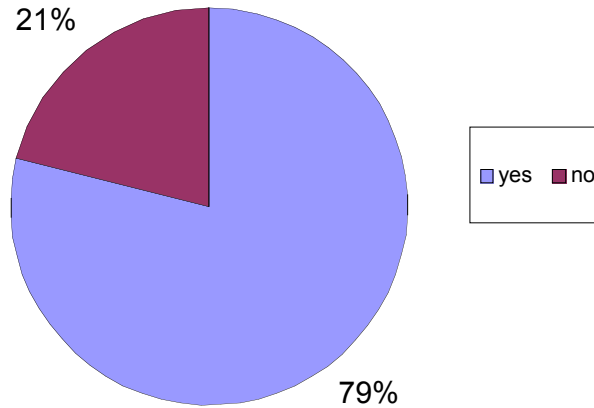


SMDA survey results summary October 2009

Summary:

1. Great response rate, almost 40% of members took the survey. This is significant and means that the opinions can be used to represent the whole group.
2. Almost 80% of respondents have participated in a horse show or clinic in the last 2 years. That means the opinions voiced in this survey are from active members.

Did you participate in an SMDA event?

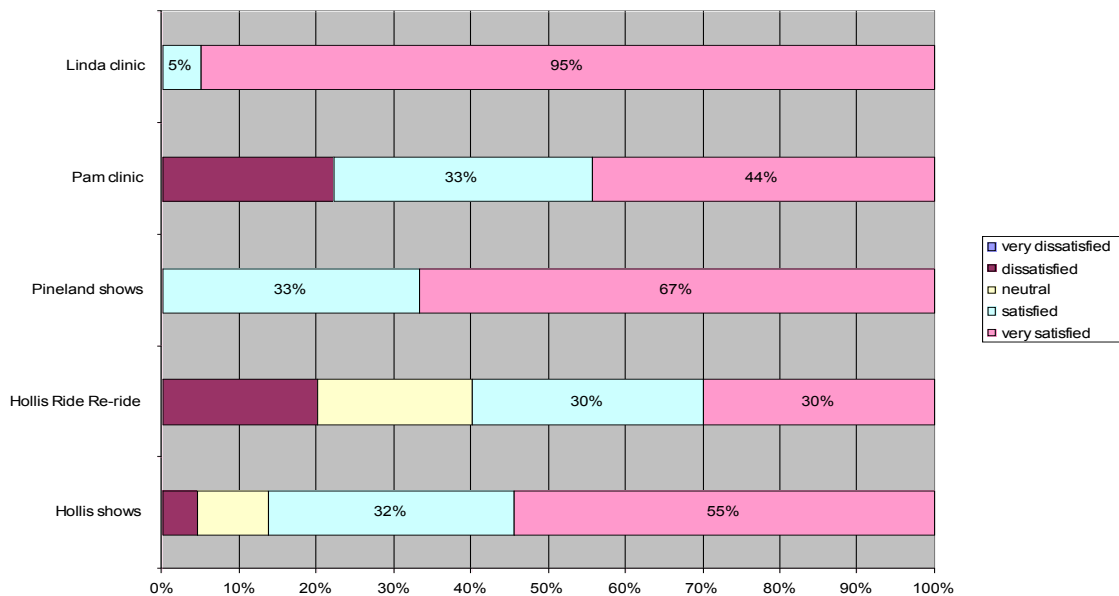


3. Overall satisfaction with most events was very high. The exception was the Ride re-Ride show last year. (The Pam Goodrich clinic also got mixed reviews but the number of responses from participants was too low to draw conclusions.)

These results can be assessed based on 3 parameters:

- Mean score of 4 or greater shows high satisfaction
- Top 2 box score of 80% or higher shows high satisfaction
- Bottom 2 box score of 10% or lower means there were very few people dissatisfied

How satisfied were you with SMDA events?



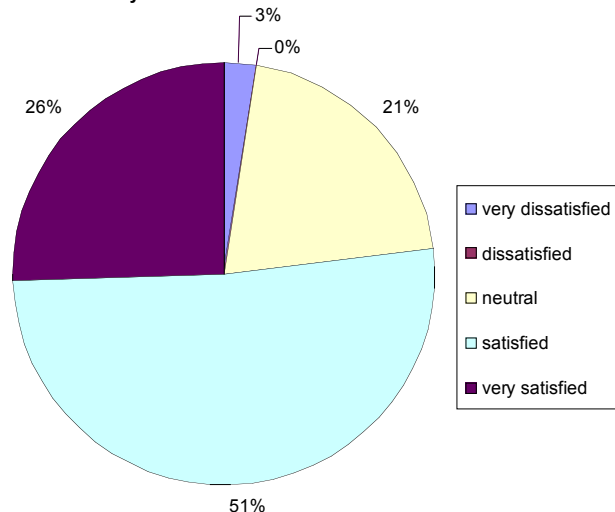
	mean	Top 2 box	Bottom 2 box
Hollis Shows	4.4	86%	5%
Hollis Ride Re-Ride	3.7	60%	20%
Pineland Shows	4.7	100%	0%
Pam Goodrich clinic	4.0	78%	22%
Linda Zang Symposium	5.0	100%	0%

4. Suggested improvements are detailed below:

# comments	comment
6	need more openings for riders at shows
4	2 day shows to allow more entries
1	dust control at Hollis park
1	good driving directions to symposia
1	more events targeted at adults and higher level riders (like Linda Zang clinic)
1	more clinics for lower-level riders (should be affordable)
1	more clinics
1	unhappy with substitution of Sandra Beaulieu for Keith Anstedt in 2008 Ride Re-ride.
1	Sandra (2008 Ride Re Ride) did not give good comments to riders with late times.
1	staff should wear t-shirts at shows to make them recognizable
1	judges should offer more constructive feedback
1	enjoyed driving show but field used for cones needs work
1	"mentors" for new members so they can help with questions and advice
1	better gate keepers to keep punctual
1	need better judges

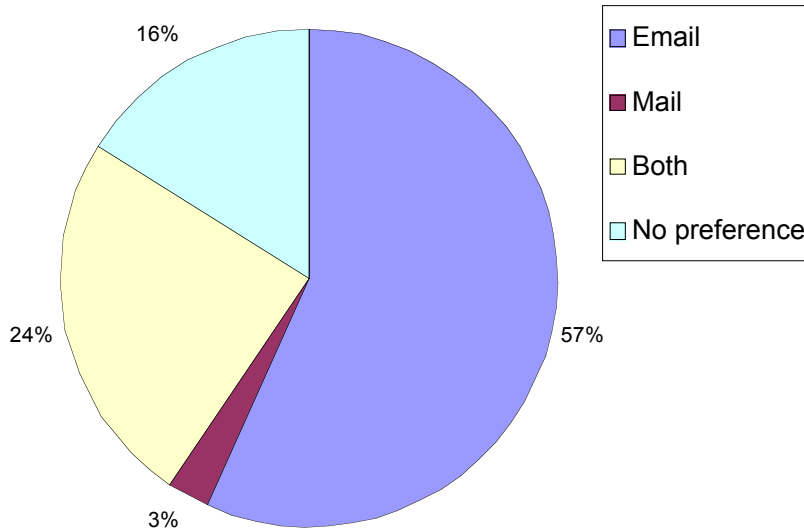
5. Less than ideal satisfaction with newsletter and other club communications. Unfortunately I did not ask for comments so we don't know why.

How satisfied are you with newsletter and other communications?



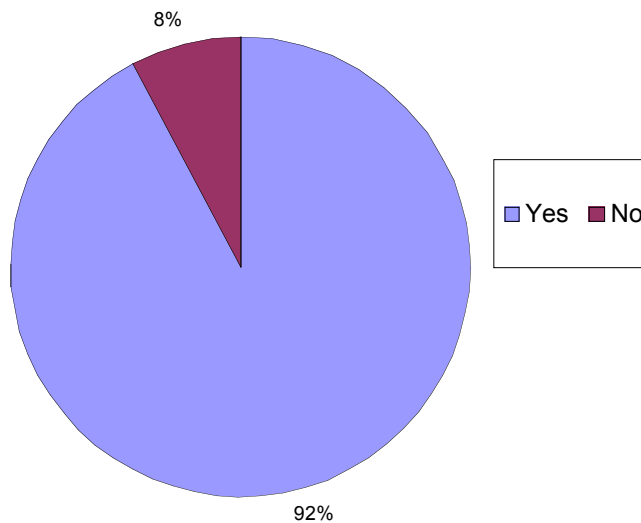
6. Using email for club communications should be fine with most club members, with almost $\frac{3}{4}$ of the respondents saying that email only would be fine or they had no preference. Only 1 respondent (3%) said that mail was preferred.

Preference for receiving SMDA communications



7. Most respondents (92%) had visited the web site and gave very positive feedback. Some has interesting suggestions for improvements, see below.

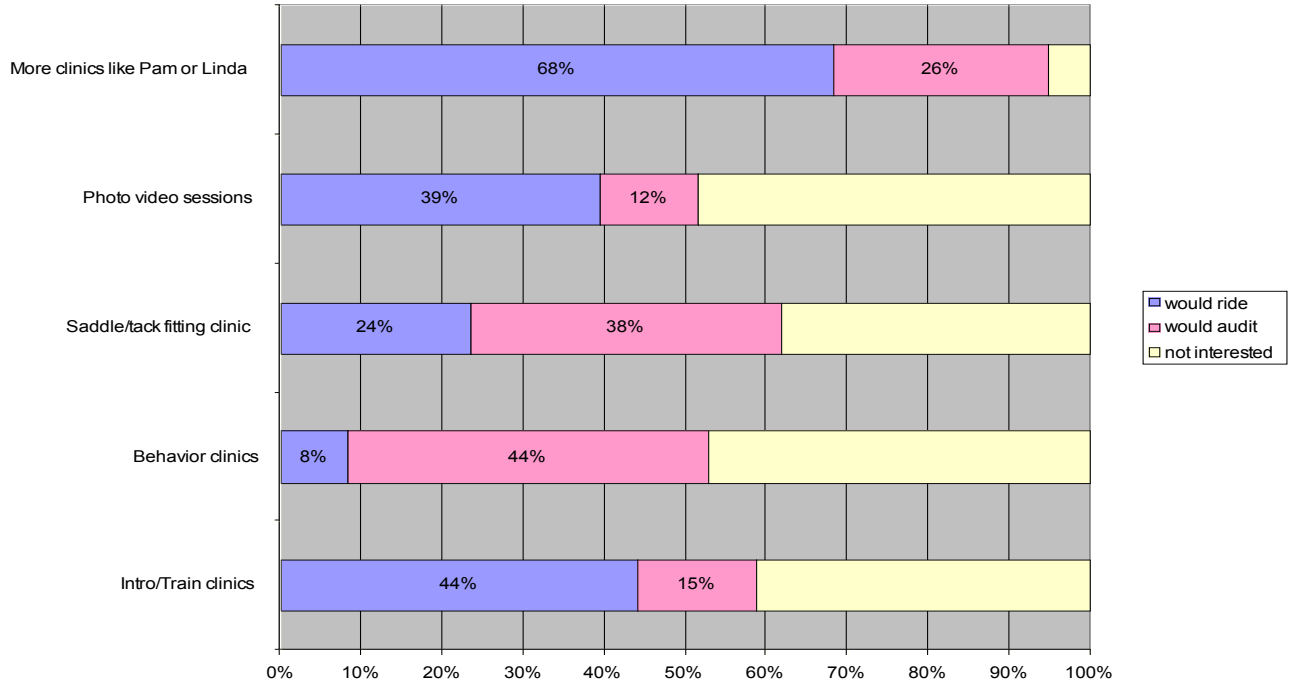
Have you visited the SMDA site?



# comments	comment
6	Keep website current (new pictures, most recent newsletter)
2	post ride times 1 week b4 show
2	site is good as it is
2	site is easy to navigate
1	allow electronic sign-up for shows and events
1	increase font size (difficult to read)

8. There was interest in all the suggested future events but the most compelling options were more clinics (both advanced and focused on intro/training riders) and saddle fitting clinics. These options could be successful by filling all slots and paying for themselves.

How interested are you in the following events?



I assumed that at least 60% of respondents would need to be interested in riding or auditing to make these break even at least. Full financial evaluation should be done however, to assure that costs are in line with expected income from participants.

9. There were some interesting additional suggestions for events.

# comments	comments
5	liked all suggestions in previous question
2	dressage camp
1	judges forum
1	L judges program
1	schooling shows over the winter
1	"train the trainer" clinics
1	raffle to raise more funds to offset cost of clinics
1	Lilo Fore

10. Results of level of riding:

	Percent	# of replies
Intro	10%	6
Training	35%	22
First	22%	14
Second	14%	9
Third	11%	7
Fourth or above	8%	5

