

USEA SEEKS A FOUR-STAR WEB SITE
Creating the "GO TO" Eventing Website

A first class, fully-functional, interactive, and dynamic web site is vital to the future of the U.S. Eventing Association. While improvements have been made over the last several years, much more needs to be done to reach the goal of the USEA website becoming the "Go To" resource for eventers. The USEA Endowment Trust and the USEA Board of Governors are committed to this effort, and we need *your help* to do it right!

The USEA's strategic vision is anchored, in part, on a plan to strengthen its internet presence and improve its information technology capabilities to make your site more dynamic and useful. The vision is "*to create a high impact, destination website that captures visitor imaginations and becomes the central clearinghouse for information and education to the membership and public at large.*" With your help, this vision will become reality.

What would you like to be able to...

- enter your next event online?
- find out how your friends and favorite riders finished at last weekend's events?
- chat with other eventers on an easily navigated forum?
- see the results of more eventing-related research?
- find your next horse or used saddle through comprehensive on-line classifieds?

What do we need to do to make useventing.com the web page you will turn to daily?

Contact Nancy Myers to let the association know what you want to see on the USEA web site. She can be reached via email at nancy@useventing.com, or snail mail at USEA, 525 Old Waterford Road, Leesburg, VA 20176.

Some improvements are already in progress and some will be behind the scenes, and not be obvious to the membership. All will be driven by the goal of making **useventing.com** the premiere resource for eventers. They will be improvements that help riders at all levels, and organizers of all types of competitions, clinics, and schooling events, while at the same time providing a resources for officials, and forums for riders, owners, breeders, and vendors.

In April the USEA Endowment Trustees asked for your help in financing this member-based effort. The Trust was created to help ensure the future of eventing through fund raising to support needs of the USEA. In a late April mailing the Trustees asked you to join them and your Board members in funding this critical vision. If you haven't responded to the mailing yet, we hope you will do so now. **Your practical suggestions and your financial support will turn this vision into a reality!**

COUNT ME IN! My suggestions for enhancements to the useventing.com web site are attached. I would like to help with the cost of this important effort. My tax deductible contribution of \$50 \$100 \$200 \$_____ is enclosed (please make checks payable to "USEA Endowment Trust" OR, please charge that amount to my credit card VISA MasterCard American Express



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Signature

Name _____

Address _____

City/State _____, _____

Zip Code _____ USEA # _____

Mail to: **USEA ENDOWMENT TRUST**
525 Old Waterford Road, Leesburg VA 20176