Navigating through the different collegiate equestrian opportunities can be as difficult as narrowing the choices of which college to attend. By choosing to compete in the IEA, riders give themselves an added advantage in collegiate equestrian competition. Whether a rider has competed in one, three or seven IEA seasons, he or she has experienced competing in a draw-based format. IEA riders know what it feels like to introduce themselves to a horse they have only seen from a distance moments before the riders are invited to mount up for their class, cheering on teammates and how to balance competing with a busy school schedule. For IEA riders who may not compete for a college team, their leadership, problem solving skills and being a member of a team will pave the way to great experiences in the college classroom and beyond.

The Intercollegiate Horse Shows Association (IHSA), National Collegiate Equestrian Association (NCEA) and the Intercollegiate Dressage Association (IDA) are member partners of the IEA. Through this inaugural collegiate e-newsletter, the IEA hopes to help connect our riders, parents and coaches with our collegiate riding association partners who continue to provide the IEA and its members with great support. In this issue, Maddy Keck, senior team captain of the nationally ranked Savannah College of Art and Design Equestrian Team discusses how being a team captain during a season severely altered by COVID-19 has reiterated a great lesson she has learned at SCAD, which is adaptability. Debbie Bell, the Regional Director of Admissions and Undergraduate Travel for St. Andrews University gives her top 5 tips to help during the Admissions process. Hollins University Assistant Riding Coach, Kayleigh Burke offers helpful advice on utilizing social media to help navigate a college search. Kara Walcher, a student at the University of Findlay and member of the nationally ranked UF Western Equestrian Team, shares how her experiences guide her personal and professional growth. If you plan to compete in the IHSA or the NCEA western discipline, there is a very good chance that you may ride in a Bob’s Custom Saddle. Bridget Grobosky from Bob’s Custom Saddles, the Official Western Saddle of the IEA, shares valuable information into what makes these saddles great for personal, IEA and collegiate competition. Continue on for all of this and much more.

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**How to Use Social Media in Your College Search**

by Kayleigh Burke
Assistant Riding Coach, Hollins University

The college search process can sometimes feel overwhelming. With so many choices across so many states, it is hard to nail down where your home is going to be.

Especially during Covid, social media platforms such as Facebook, Instagram, and YouTube can help you make that decision. Social media helps pull away the perfect marketing lens and show you what the universities and riding programs are really like.

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**How to Use Social Media to Find the Right College:**

**Facebook:** While Facebook is losing popularity amongst high school students, it is a great resource for learning more about your prospective schools. During COVID, colleges are using the platform in lieu of tours and to help disseminate more in-depth information. Follow your favorite university’s Facebook page to join events, watch campus tours, and join groups that can help you understand the vibe at schools. You also can follow FB pages that are not run directly by the University such as club pages, team pages, and class pages. These will help shed light on the true atmosphere.

**Instagram:** Instagram really helps you get a behind the scene look. It is a great way to know what the campus personality is like, how active the student body is, and what people do in their spare time. Search hashtags and locations on Instagram to see what students are posting about their school.

**Zoom:** While Zoom is not a social media platform, it is an important part of the college search. Right now with less face-to-face time with prospective universities and the college students attending it is important to get that face-to-face time. It helps student’s decide if they feel like they can be a part of the group.

**How to Use Social Media to Be Recruited:**

**Instagram:** Create an Instagram profile dedicated to videos of photos of you riding. Have the username be simple such as your name and equitation in the title. For example Anna Burke could be Anna.Burke.Eq. In your bio include your name, high school, the year you will graduate, and a link to your YouTube channel. Most importantly, make sure your account is not private so that IHSA team’s can follow you. This is the best way to help coaches and recruiters find your information. Especially if you do not have a USEF record, videos are helpful in determining if you meet the requirements necessary to be on the team. With new SafeSport rules, don’t be offended when coaches or riders on the team do not follow you on social media.

**YouTube:** Upload as many videos as you can to YouTube and create titles that are easy to find. I.E. Anna Burke riding Fingurio 2’6” SWVHJA Derby. Also describe the class or riding video in the description. For example, Anna Burke riding Kayleigh Burke’s horse Jack Wabbit in the SWVHJA 2’6” Derby placing 10th out of 25 riders. Compiling a YouTube channel will help recruiters know if they are interested in you as a team rider.

**Emailing:** While email is not a social media platform, the best way to get recruited is to reach out to every program you are interested in. Find the riding programs website and email one of the coaches to help let them know you are interested. If you are wondering what schools have IHSA check out the website here: https://www.ihsainc.com/join/ihsa-teams
I’ve sat with the idea of writing this newsletter for some time, pondering how I could go about it and speak to you as we all navigate this difficult time involving the coronavirus. I’ve spent the last 3 years at SCAD (Savannah College of Art & Design) and was going into my senior year as a captain. Excited, ready for competition and leadership, the coming fall and winter quarters were hopeful and full of post-season preparation. As the summer came to a close, things were no longer looking up for the 2020-21 competition season; cases were spiking all over and schools were announcing an online semester/quarter. I was asked to write this from the perspective of a captain on the SCAD Equestrian Team, but the truth is, I have not yet had the opportunity to carry out that role. So instead, I will write to you as a dedicated team member who, like all of us, loves this sport, the horses, the comradery and team environment, and the competition.

Three years ago, I joined the SCAD Equestrian Team. A transfer student from California, I was coming into a totally new environment. I didn’t know what to expect. After growing up in the horse world, your “team” is a very small group of supporters, mentors, and your most important partner, your horse. Here, we have about 60 people and an equal amount of horses to call our teammates. Immediately, I knew joining the SCAD team was one of my best decisions. I craved that competitive environment, that thrill of hosting or attending team horse shows, and genuinely wanting each other to succeed, because if they were winning, we all won. A big reason for our success is that we strive to be better, every day. The talent we’re surrounded with doesn’t intimidate us but pushes us, whether it be in the ring, in team workouts, or in life. Our physical trainer tells us weekly, the reason we’re all so good is because we have such talented people around us. Without that, we would all be standing still. Improvement, success, championships; they all happen because of the individuals around us pushing.

Being a member of the SCAD Equestrian Team means more than what meets the eye. The hours we put in at the gym, in the ring, in yoga sessions, charity and volunteer events, horse care, studies, and all that goes on behind the scenes has allowed us to do the SCAD name proud. Being a student-athlete has taught me a lot of things, but above all, balance and the ability to be comfortable with a little bit of discomfort. While individual time management is paramount, accountability and support of teammates is what helps keep us on track. We’re teammates in competition, but first and foremost, we’re teammates in life because success in the ring starts outside of it.

While I’m not able to speak from the point of view I had intended, that’s also something I’ve learned through my time at SCAD; adaptability – on and off horseback. Things are almost never going to go the way you plan; I know that firsthand. 4 years ago, I was planning on being a 2020 graduate living in California. Things change and learning how to be okay with that and know what’s right for yourself and others in a particular situation is incredibly valuable. Though our season is still on hold, I look forward to the possibility of returning to competition and what the future holds for myself and the SCAD Equestrian Team. ★★★

“I CRAVED THAT COMPETITIVE ENVIRONMENT, THAT THRILL OF ATTENDING OR HOSTING TEAM SHOWS, AND GENUINELY WANTING EACH OTHER TO SUCCEED...”
A Brief History

The Intercollegiate Dressage Association (IDA) began in 1995 as an informal competition among a small group of colleges and secondary schools in the northeast. Michelle Hoffman, who was a student at Mt. Holyoke during this time, was the originator of the IDA concept. She personally drew up the basic structure for the team competition and the guidelines for calculation of team points, which, for the most part, are still in use today.

The rapid international growth of dressage inspired greater development within college and secondary school riding programs. This led to an increase in participation and interest in a more formally constructed national organization.

In the spring of 2001, the first eastern region finals were held at Virginia Intermont College. During the finals, representatives from numerous colleges and secondary schools met to approve by-laws, elect officers and create the structure for the organization that is dedicated to increasing interest and participation in competitive dressage at the college and secondary school level.

The organization began with a handful of college members and quickly grew to include riders from all over the US and Canada. In 2003, the IDA became a college only organization.

Our Mission & Structure

The mission of IDA is to introduce students to the equestrian discipline of dressage and to foster continued development, understanding and appreciation in the art of dressage through organized student competitions and educational opportunities. IDA’s main functions are to promote the sport of dressage and to establish and enforce IDA rules and policies.

At IDA shows collegiate riders in teams of four, compete at Introductory Level (Intro A & Intro B), Lower Training Level (Intro C & Training Level Test 1), Upper Training Level (Training Level Test 2 & 3), and First Level. Host colleges provide the horses used during competitions which adds to the challenge and sportsmanship of the competition. The IDA is divided into regions for the purpose of intercollegiate competition, and individual and team points are earned towards regional standings and qualification for national finals.

IDA is affiliated with the United States Dressage Federation and US Equestrian, and adheres closely to US Equestrian rules. IDA is funded by member dues, contributions and sponsorships.

How to get in Touch

For more information on the IDA, please visit www.teamdressage.com and follow along with us on Facebook (@Intercollegiate.Dressage) and on Instagram (@teamdressage_ida)

"Creating leaders in & out of the saddle"
As equestrian athletes advance in their careers, it’s important they have the right equipment to be successful—from show clothes and spurs to tack. As the Official Western Saddle of IEA, Bob’s Custom Saddles is committed to helping young riders progress by providing opportunities for them to acquire those tools for success.

Bob’s Custom Saddles provides saddle certificates to winners at post-season IEA events. These certificates have allowed IEA winners the opportunity to upgrade to a full-fledged show saddle if desired, while ensuring sizing and the style of the saddle is best for them as well.

“We at Bob’s Custom Saddles believe youth programs like the IEA are the future of the equine industry,” Chris Weaver, vice president of Bob’s Custom Saddles, said. “That’s why we choose to put our sponsorship in areas of the industry that support youth riders and novice horses. We’re all about promoting the future of the industry.”

Founded in 1977, Bob’s Custom Saddles are hand-crafted by artisan saddle makers who have been honing their craft for generations. Bob’s Custom Saddles stands behind its products emphasizing quality, craftsmanship and performance.

For IEA riders, the performance might have stood out if you’ve ridden a Bob’s at an IEA competition; or if you or your coach own one. High performance is at the base of what Bob’s Custom Saddles does every day.

At the base of all of its saddles, Bob’s Custom Saddles emphasizes “ride-ability,” meaning each saddle will help improve the ride and connection with the horse. The majority of this concept comes from a close-contact principle, meaning the saddle allows the rider contact at every point of their body instead of lifting the rider away from the horse. From there, Bob’s Custom Saddles can adjust fender placement, skirt cut-up and seat to make the saddle as advantageous as possible for the respective discipline.

“Ride-ability to Bob’s Custom Saddles is to help the rider sit in the proper position for the discipline they’re riding,” Weaver said. “We put ride-ability in all of our saddles, from barrel saddles to equitation show saddles to reining saddles. It is meant to help the rider perform better.”

Bob’s Custom Saddles offers appropriate saddle models for both horsemanship and reining competitors. While it is possible to have a saddle function well for both events, Bob’s Custom Saddles does offer models that are specialized for each event.

“We do have a few reining saddle models that function well for the horsemanship, like the Bob Avila or Randy Paul models, but if someone wants something different out of a reining saddle; or a saddle specifically aimed to help them perfect their horsemanship, we can do that too,” Weaver said.

Horsemanship riders may benefit from the California seat, which is an equitation-style seat with higher rise through the front of the seat that provides more hold for the rider. Plus, Bob’s Custom Saddles offers an equitation fender placement that is advantageous for horsemanship riders—allowing riders to align their legs directly underneath them for their horsemanship position.

Bob’s Custom Saddles is well known for its reining saddles and the large variety of models they offer. Weaver explained that while they do frequently overlap as far as what may be appropriate for horsemanship and reining; someone may like to ride the reining in a flatter seat while another person prefers the high-rising California seat. Seat rise does not have to be dictated by the discipline, but rather can be what each rider prefers.

Since Bob’s Custom Saddles makes both horsemanship and reining saddles, or those that can function for both events, they are a popular choice for IHSAA and NCEA collegiate equestrian teams and their coaches. As IEA riders consider college options, there’s a good chance you’ll be riding a Bob’s at collegiate competitions and during practice in the future.

Close-contact feel and closeness to the horse is another important element of ride-ability that Bob’s Custom Saddles strives to put into each of its saddles. Bob’s Custom Saddles starts with close-contact trees and then its saddle makers hand-lay each ground seat to get the rider as close to the horse as possible.

“Everything we do in the design and construction of our saddles is meant to help the rider,” Weaver said.

It’s this performance factor that has attracted so many professional riders to Bob’s Custom Saddles over the years. In the National Reining Horse Association Open Division alone, Bob’s Custom Reining Saddles have been ridden to earn more than $20 million. Top NRHA professionals including Bob Avila, Duane Latimer and Tim McQuay all have chosen to ride a Bob’s during their careers.

AQHA and APHA professionals have also ridden Bob’s Custom Saddles to World Championships in many of the western performance events. Bob’s Custom Saddles is a unique custom saddle maker in that it has made saddles for every major western performance discipline including reining, cowhorse, barrel racing, team roping, western pleasure and ranch versatility.

For more information about Bob’s Custom Saddles, please visit www.bobscustomsaddles.com. The team at Bob’s is happy to help with any questions and to help you design your new saddle. ★★★

Interscholastic Equestrian Association (IEA) Collegiate Newsletter 2020 | www.rideiea.org | Page 5
Whenever I am asked what it’s like to be a student at the University of Findlay I usually give the textbook answer of; we ride five days a week, have great instructors, get to learn different disciplines within the western industry, the opportunity to participate on the IHSA or Ranch Horse teams, the equestrian courses we take, what students learn each grade level, etc., etc. While all of that is important information, I never get to share how my experience here has created so many opportunities for me and has allowed me to grow personally, and professionally.

So when I think of the University of Findlay, the Western Equestrian program specifically, it’s the 6 AM team practices and workouts to make me a better rider; the falls, tears, and sweat that turn into smiles, happiness, and success; the late nights studying to get that A on your exam; or the late nights preparing your horse for your test the next day. It’s the adventures you experience with your new best friends; the staying in Henderson until it closes because you and your friends are having too much fun; or the being told to be quiet at night in your dorm lobby because you and your friends are laughing too loud. The unbroken colt that has never been saddled that turns into a green broke at the end of the semester; the walks across campus when the flowers are blooming or the leaves are changing to go from class to class; the going to George House to get some coffee to help you study or to stay awake in class. It’s winning a saddle pad or a hat or a cup at finals with your two year old; or the Friday night shows where you practice for finals with your classmates; the having barn finals before campus finals; or the getting to know the owner of the horse and connecting with them; the advice you receive from the instructors and your peers; the mentoring of the incoming freshman and helping them through their first year of college. It’s the joy on your family’s faces when you surprise them by coming home unexpectedly one weekend; or the joy you feel once your horse finally clicks with you and you understand what each other is asking; the excitement of winning your first class at finals or an IHSA show; or the disappointment of not winning, but striving to learn and become better for the next time.

It’s the knowledge you learn from your instructors and other classes; or the scary but exciting summer jobs that help you learn and grow as a better horseman; or the going to Congress to work for a week and getting the Congress crud right after; or getting to go to Congress to shop with your friends; the getting to work for and learn from an instructor and their business; the hosting and showing at an all-day home IHSA show and eating walking tacos. It’s asking your friends, instructors or advisors for advice on your horse or jobs; or being that shoulder for someone, who may not be a friend yet, to cry on. It’s Clark Bradley saying “boogy boogey” in the ranch group or Linda Werst saying “what the crazy” whenever something weird happens; or the knowledge you get from caring for your sick or lame horse. It’s the looking up to the seniors and hoping to be a mentor like they were to you one day; the meeting new people and gaining new friendships; the late night trips to Walmart to get food or candles; or the free t-shirts handed out by different clubs.

It’s the talking with prospective students and hearing the excitement in their voice when they say they’re coming to UF; the experiencing the ups and downs in a relationship and still caring for them in the end; the living on your own and becoming your own independent person; the finding of your passion and future career; the trials and tribulations you go through and the wisdom you gain out of it. It’s being equipped for meaningful lives and productive careers. That’s what it’s like to be an Oiler, and I will always be proud to be one. ★★★
Ride with us. And join a legacy.

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Things to know

- Multiple intercollegiate equitation and dressage national championships.
- Regional leader in hunter seat equitation, western and dressage.
- State-of-the-art facility, on campus, featuring two indoor arenas.
- Onsite dressage, western and hunter seat intercollegiate and open competitions.
- Superior boarding care.
- Horse donations gladly considered.
- One of the best classroom experiences in the U.S.
- A residential community: intentionally global, diverse and inclusive.
- Infinite academic, cultural and social opportunities via the Five College Consortium.

NCEA. This Is Equestrian.

Competing as a member of a National Collegiate Equestrian Association (NCEA) Varsity Equestrian Team is the dream of many female junior hunt seat and youth western riders currently competing at the upper levels of competition. The NCEA is the governing body that oversees the rules, guidelines and administration of the sport of equestrian. NCEA teams and athletes must comply with NCAA policies and procedures as other NCAA sports and for IEA riders and their parents starts when the rider becomes a prospective student-athlete (PSA).

The NCEA website is filled with valuable resources for PSAs and their parents and trainers. Under the Recruiting tab at www.collegiateequestrian.com PSAs can learn about key dates and recruiting terms in addition to accessing NCAA resources; parents will find answers about support during the recruitment process and helpful links for financial aid and NCAA information; and trainers can learn more about how to prepare and assist their students who are interested in competing on an NCEA team. ★★★

Photo courtesy of NCEA.
Coaches Q&A

How many years have you been coaching in collegiate equestrian?

LAW: I am starting my 37th year at Mount Holyoke College and I taught two years at Averett University. A total of 39 years of collegiate equestrian.

SMITH: This is my second year of coaching.

MOOSMUELLER-TERRY: 23 years

How did you get into coaching collegiate equestrian?

LAW: I graduated from Averett University and was asked to be on the faculty the following year.

SMITH: As a former IHSA exhibitor, I obtained a passion for collegiate and team riding during college. After working as an assistant trainer for an AQHA/APHA operation in Florida, the right opportunity arose for me at Midway University.

MOOSMUELLER-TERRY: I started as a faculty member at a college with an equine studies degree program. During that time I coached students at recognized competitions and assisted as needed with the IHSA collegiate competitions. I had a background in eventing and dressage as well as hunter jumper and started talking with other colleges that were doing informal collegiate style dressage competitions. Myself and several coaches from other colleges founded the IDA in 2001 and I have coached a team for IDA every year since its inception as well as held an active role as regional representative and Vice President of the IDA.

What is the one thing you always share with prospective students about riding on your team?

LAW: The Mount Holyoke College Equestrian Team has a great group of bright women that succeed academically and do extremely well in the arena. Be a part of a legacy program that is one of the top Equestrian Programs in the country. You will make *Friends for Life*!

SMITH: As a coach, I actively talk to prospective students about their attitude, effort, and the will to learn. Though many riders on collegiate teams have riding and/or showing experience, the Intercollegiate Horse Shows Association brings new challenges unlike other aspects of the industry. Although talent is an important piece of the recruiting process, a positive attitude, strong drive for success, and the will to learn is just as important to me as a coach.

MOOSMUELLER-TERRY: It takes hard work, dedication and discipline to be a good rider and all around horseperson. Respect for the horse and team mates is paramount at home and to an even higher degree when you are riding a host schools horses. Collegiate riding will make you a better rider. In addition you will learn how to be a team player. You will make life long connections and friends that will be very valuable to you as an equine professional later on and will also benefit our students that do not go on to work in the equine industry but remain involved with horses. ★★★
HELPFUL ADMISSION TIPS

Article by Debbie Bell
Regional Director of Admissions and Undergraduate Travel, St. Andrews University

Be Proud of Who YOU Are!
You are unique. Regardless of your grades or SAT/ACT scores - be YOU and be honest.
Look for a college that wants YOU and values you as a future alum!

Don’t Take College Admissions Advice from a Friend!
Do not allow yourself to be influenced by where or what your friends are doing.
You do the research on colleges based on what you want and are looking for.
Do you want to RIDE for 4 years and be a part of a TEAM? If so, look for that
opportunity and do not settle - again, be YOU. Find the “fit” that is best for you.

Visit ALL Types of Schools.
Large, small, public and private. Where do YOU “fit” and feel the most at home
and appreciated as a person? After all, that college will be your home for the
next four years. Can you bring a horse if that is what you want?
If that makes you feel ‘at home’, then that would be important to
ask and know in your college search.

When Looking for An Equestrian Team and Program:
Again, VISIT, VISIT, VISIT! Meet the coaches, some members of the current team and make sure that you meet
other students that are not equestrians. Eat lunch on campus, visit with a professor in your interest or major,
ASK questions!

Explore the Area.
You will become part of the community, so check it out. Ask yourself if this is where home could be for the next
four years. If you like the coast, being located in a school in the mountains might not be the best fit for you.

Stay in Contact With Your Admissions Counselor!
Respond to phone calls and emails—let them know of your interest or your non-interest if that should be the case.
It is okay to say “no thanks” early on if you know for a fact that a particular school is not the right choice for you.

File the FAFSA!
Every student should file the FAFSA. Even if you ‘think’ you probably won’t qualify for federal money, you never know
when you might need some help and it’s easier to do it sooner rather than later - FILE! You might be surprised
what you qualify for!

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- WESTERN & HUNT SEAT TEAMS
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More than 10,000 strong, IHSA members hail from across the United States and Canada, and regardless of their financial status, gender or riding experience, during their college years they have the opportunity to participate in equestrian team competition. "We are proud that the IHSA holds such a significant meaning in our members' lives," said Peter Cashman, IHSA executive director. "We share along in their journey to better their horsemanship and we want to continue to share the stories of their successes after they graduate." From the life-long friendships forged during practices and competitions to the personal growth and horsemanship knowledge gained, each member has a story to tell that's as unique as they are.

Connor Ashley recently completed his first year as a member of the SUNY Cobleskill hunter seat team and he's said the IHSA has already changed his life. Not only has he made new friends that he says are always willing to lend a helping hand, but he's honored to now call them family.

Here is his story:
I recently completed my first year as a member of the SUNY Cobleskill hunter seat team and the IHSA has already changed my life.

My first year in the IHSA has been incredible and I have not only made new friends, but I am honored to say that those people are now considered family to me.

At a SUNY Morrisville show, someone captured an image that depicts the IHSA family at its finest. At this show I received help from an unexpected person, the SUNY Morrisville coach Erin Dunn. My coach, Ray Whelihan, was busy getting our other Walk-Trot riders ready and Coach Dunn assisted me in getting ready for my ride. The horse I rode that day, Rex, is truly one of the most incredible horses I have ever met.

Being a member of the IHSA means that I have earned the privilege to ride wonderful horses and meet some of the best people. The IHSA family is very welcoming and always willing to lend a hand to anyone in need.

Read more about what the IHSA means to other members like Connor: www.ihsainc.com/along-the-rail/how-ihsa-membership-changed-my-life ★ ★ ★

“Being a member of the IHSA means that I have earned the privilege to ride wonderful horses and meet some of the best people.”

Connor Ashley warming up for his ride with the help of SUNY Morrisville coach Erin Dunn.
Photo courtesy of Connor Ashley
IHSA - Intercollegiate Horse Shows Association

Hunt Seat & Western
The mission of the IHSA is to provide equestrian competition for all college and university students regardless of riding level, gender, race, sexual orientation or financial status. The IHSA is dedicated to promote sportsmanship, horsemanship and academic excellence.

Learn more at: https://www.ihsainc.com or @rideihsa

NCEA - National Collegiate Equestrian Association

Hunt Seat & Western
The NCEA, in concert with the mission and vision of the NCAA, is committed to providing collegiate opportunities for female equestrian student-athletes to compete at the highest level, while embracing equity, diversity and promoting academic and competitive excellence.

Learn more at: https://collegiateequestrian.com or @ncea

IDA - Intercollegiate Dressage Association

Dressage
The mission of IDA is to introduce students to the equestrian discipline of dressage and to foster continued development, understanding and appreciation in the art of dressage through organized student competitions and educational opportunities. IDA’s main functions are to promote the sport of dressage and to establish and enforce IDA rules and policies.

Learn more at: https://www.teamdressage.com or @teamdressage_ida

SCAD
The University for Creative Careers
The art of horsemanship
scad.edu/equestrian

Thank You.
IEA would like to thank our contributors to this inaugural collegiate newsletter as well as our Official Sponsors and Member Partners. For IEA Riders and Parents - we hope you find it to be a useful resource as you navigate your collegiate riding career beyond your IEA experience.

Megan Taylor, Editor
Kimber Whanger, Layout & Design