



**Equine Services for Heroes® Committee Meeting
4/20/2022**

Minutes

- Call to Order** Danielle Seybert
7:15 a.m. MT
- Roll Call** Danielle Seybert
Present: Kristen Marcus, Jeanna Sorgani, Michele Kane, Shellie Kwitkowski, Tara Mahoney
Staff: Danielle Seybert
- Equipment Grant Applications** Danielle Seybert
Reviewed process for judging equipment grants, and recommended adding a 'total request amount' to the application. Also noted there should be a maximum limit articulated.
- Spring Education Preparation** Danielle Seybert
Touched base on spring education, and had no questions.
- Center Funding Support** Danielle Seybert
Discussed content and forum for center funding support. Suggested starting with a member survey to ensure that we are addressing current needs.
- Marketing Photo Guidelines** Kristen Marcus
Discussed guidelines for marketing services for PATH International Equine Services for Heroes®, specifically the use of photos that show uniforms, recalibrated veterans, individuals who are no longer participating, etc.
- International Pre-Conference** Danielle Seybert
Introduced the opportunity to provide content for pre-conference. Will be discussed further.
- EAP-PTSD Marketing Focus** Danielle Seybert
Discussed possible avenues for marketing the PATH International EAP-PTSD Online Course. These included HHRF, VA VISNs, Equine Consortium, ACA, APA, and more.
- Next Meeting** Danielle Seybert
May 18th, 2022 at 7 am MT
- Adjourn** Danielle Seybert
The meeting was adjourned at 10:00 a.m. MT