

The following is a news release from the United States Dressage Federation. For further information, or if you wish to be removed from this list, please contact [Beth@usdf.org](mailto:Beth@usdf.org).

FOR IMMEDIATE RELEASE

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### **USDF Names Stephan Hienzsch as Executive Director**

Lincoln, Nebraska (April 25, 2002) - The United States Dressage Federation (USDF) Executive Board has named Stephan Hienzsch of Castle Rock, Colorado as its Executive Director, effective May 1, 2002. "We conducted an extensive search and were very pleased with the overall quality of the approximately 70 applications received for the position," said Miki Christophersen, Chairman of the Search Committee. "We are looking forward to Mr. Hienzsch's leadership of USDF as we relocate our headquarters to Lexington, Kentucky on June 1, 2002," she said.

Mr. Hienzsch (pronounced "Hinch") served as Head Coach and Director of the United States Disabled Ski Team for four years, while he was an employee of the U.S. Ski and Snowboarding Association (USSA) - the national governing body for Olympic Skiing and Snowboarding. He has many years of experience with a non-profit sports organization. The organizational structure, issues, and agendas of USSA are very similar to those of USDF.

As an athlete, Mr. Hienzsch was a member of the U.S. Ski Team from 1974 to 1978, a four-time NCAA All American, and the 1977 NCAA National Slalom and Giant Slalom Champion. He also has experience as the Vice President of Sales and Marketing for Volant Sports where he produced \$18 million in annual sales. Mr. Hienzsch earned a Bachelor of Science degree in Business Administration and Marketing from the University of Colorado. His wife, Carol, owns five show horses and is an adult amateur competitor in hunter/jumper and eventing.

"I am very excited to have the opportunity to contribute to achieving the goals and objectives of USDF during this time of organizational growth. The future relocation to the Kentucky Horse Park affords USDF the opportunity to improve not only its exposure to the equestrian community but also the stimulus to take educational programs and membership services to the next level," said Mr. Hienzsch.

Since January 21, 2002, Dan Brown has served as USDF Acting Executive Director and Regine Scheck-Seberger has served as Acting Deputy Executive Director. "I would like to thank Mr. Brown and Ms. Scheck-Seberger for their fine work over the past three months during this challenging transition period," said USDF President Sam Barish.

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A nonprofit, tax-exempt corporation, USDF serves as the national voice of the dressage community. USDF is dedicated to education, to the recognition of achievement, and to the promotion of the sport of dressage. Become a group member of USDF by joining one of its 133 affiliated dressage clubs, or join USDF directly as a participating member and receive additional benefits and awards eligibility. For more information, contact USDF at P.O. Box 6669, Lincoln, NE 68506; telephone 402/434-8550; e-mail [usdressage@usdf.org](mailto:usdressage@usdf.org); or visit [www.usdf.org](http://www.usdf.org).