



## WE UNITED Board of Directors Conference Call

Date:	April 25, 2017	Time:	4:00 pm PDT
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Acting Chair in Attendance?  President Julie Alonzo  
 Secretary?  Secretary Bruce W. Menke

President Julie Alonzo called the meeting to order at 4:02 pm PDT

### Members in attendance at roll call

### Members Absent

Last Name	First Name	Title	Last Name	First Name	Title
Alonzo	Julie	President	Price	Barbara	President Elect
Menke	Bruce W.	Secretary	Perez	Ruth	Director R7
Luoma	Donna	Treasurer			
Schwartz	Cari	Director R1			
Limond	Polly	Director R2			
Stanko	Chris	Director R3			
Atkinson	Doreen	Director R4			

### Members in attendance after roll call

### Members Absent

Last Name	First Name	Title
da Silva	Kimberly	Director R6

Current strength of body was 10. Minimum # for quorum was 6.

Members in attendance was 7.

Quorum Achieved

### NATIONAL SHOW/SYMPOSIUM

- The financial viability of the National Championship Show and the Pedro Torres Symposium was discussed.
- Some comments expressed were:
  - Budget:
    - There was surprise expressed by the size of the budget.
    - We should not spend money we don't have.
    - WE United can not go into debt. No credit line and it would mean telling our creditors we can not pay them.

- Other financial related points
  - Would hate to cancel the symposium but not sure we can cover the costs.
  - Unless large sponsor in the next month, thinks it should be put off till next year.
  - Thinks the concept and facility are fantastic, but having more time to get sponsors will be necessary to ensure WE United does not lose money. It is worth the wait to ensure it is a success for next year.
  - Symposium pricing is on par with other such events, however these are catering to a larger audience, e.g. dressage, than WE and may not be feasible under that model.
- Other Points
  - Questions posed by Donna Luoma (previous email) need to be answered before going forward.
  - Perhaps we jumped the gun.
  - If we wanted to a less grand production it might be successful.
  - If we poll the membership and have 200 people responding yes, that would give leeway to pull off the symposium.
  - Prizes are important to give to competitors. Another year to raise sponsorships would help ensure we have something valuable to offer.
  - Unless deep pockets are underwriting the National Championship, she thinks it is not viable for several years.
- Alternatives
  - The symposium with a B-Rated competition seems to make some sense.
  - There is no signed contract w/ Devonwood, but there is a verbal commitment. It is not clear when we have to lock the facility w/ a contract. Nuno Matos had suggested Spring of 2018. He also suggested Rob Zimmerman's Southridge Farms facility.
    - Likely could not hold the # of spectators that Devonwood could.
    - With the Zimmerman option, it could not accommodate a National Show. Parking might be a problem and solutions would have to be explored.
    - Perhaps it would be a more exclusive event, e.g. 75 people.
    - Catering can be feasible with table/chair/tent rentals for which Rob has worked with in the past.
  - A price for symposium auditors plus a VIP w/ the dinner.
    - Pedro had hoped everyone to join for dinner, but perhaps not cost feasible.
  - Charging riders. Nuno Matos was clear that this was not a training seminar but a demonstration. Thought was expressed that riders still should be charged to ride.
  - Survey could ask about Spring/next Summer. Likely no earlier than June, through August.

- Time crunch is most concerning. Discussion was started in November and we are just now getting ticket format from Pedro's people.
  - Postpone symposium till next Spring/Summer based upon positive feedback from the survey.
- Concern was expressed whether Pedro understands how large the US is and how much in our infancy it is.
  - Julie Alonzo noted that Nuno is Pedro's eyes and has a better understanding of the country's attributes.
  - It was asked whether expressing our concerns to him would be appropriate.
- The Executive Committee will draft/finalize a survey(s) and distribute to collect responses/information from members to provide the Board for further consideration.

#### *INSURANCE QUOTES*

We have not yet received insurance quotes. We need to make decisions quickly. President Alonzo suggested the Executive Committee review the quotes when they come in, make a decision and bind coverage. There were no objections by the Board to this.

Meeting was adjourned at 5:08 pm PDT



Bruce W. Menke, Secretary