

WE United Awards Committee Meeting 11/28/16

Committee members Kris Blacklock, Jennifer McInnis, Lyne Raff, and Julie Alonzo were present via phone conference, begun approximately 5:30 Eastern.

Members of the committee each identified themselves as follows: Jennifer McInnis (chairperson) of SC (Reg. 7), Kris Blacklock of WI (Reg. 5), Lyne Raff of TX (Reg. 4), and Julie Alonzo of OR (Reg. 1).

Preliminary discussion undertaken with the guidance of Julie Alonzo, current President of WE United, as to general guidelines for the committee's operation. The committee's purpose is to determine a direction and suggest awards (and provide details of such including cost, manufacture time, etc) to the WEUnited Board. A tentative figure was given by Julie of \$1200-1500 as possible awards budget for all prizes handled by this committee. Timeline was to begin the process of acquiring awards within the next few weeks, or as soon as possible.

Performance Awards in general would be fulfilling several categories for WEUnited riders, horses, and horse/rider combinations, as well as 'Lifetime' rider level awards, determined by point system tallied at year's end 2016 leaderboard, covering the 'ride year' of Dec. 1 2015-Nov. 30, 2016. An approximate total for each category was then estimated, to help narrow possible awards to eventually be purchased and ordered through Hodges Badge Award Co, in Portsmouth, RI.

Julie encouraged the committee to find a solution that would include as many awards to give out as possible, and of a type that would be attractive for photo opportunities, to increase enthusiasm and to help advertise the sport and organization in general as photos were shared via social media.

~Discussed options included the possibility of designating colors to denote various levels for 'Lifetime' rider level awards (i.e. Platinum, Gold, Silver, Bronze) and the idea of Olympic-style medals on neck ribbons was agreed on at that time. Several designs were discussed as possibles from the Hodge's website.

~Custom lapel pins were also agreed upon by all present as an excellent option for top-ten rider and rider/horse prizes. Various options such as different colors, background colors, or different designs for each phase of competition (i.e. dressage, EOH, Speed) were discussed. It was decided that the number of placings receiving awards would (1st-5th, or 1st-3rd for example) would then depend on the final cost of said order, so as to remain on budget.

~It was suggested by Jennifer that a higher-quality, sash-style Grosgrain neck ribbon be used for the Lifetime rider level medals, so that riders could attractively display lapel pins won on these ribbons.

~Other, specific breed awards will also be given to various winning horses, through their respective breed associations (i.e. Lipizzaner Assoc USA, Haflinger USA, etc). Julie informed that these Breed-specific awards will not be the responsibility of this committee.

~Julie suggested forming a Facebook private group for the committee members to more quickly share ideas, images, files, and links regarding this project. Within a few minutes the Facebook group was ready and live.

~Lyne offered to accumulate an initial contact list of companies, manufacturers, and retailers for the board to speak to regarding sponsorship and donation, which she planned to email to the members and to store on the Facebook group files section.

The committee spoke by phone for approximately 1.5 hrs. They agreed to meet again via phone conference in one week's time, Monday, Dec. 5, at 5:30 Eastern.