

WE United Awards Committee Meeting December 5th, 2016

The committee has obtained a permanent conference call #.

This is a free conference number.

On the call this week, was Lyne Raff, Kris Blacklock and Jennifer McInnis.

Breed Recognition: While reviewing the various categories of awards the committee was unsure of whose responsibility it lies upon to award the division award for the category of Horse under each level. We resolved to defer our question to Julie before we turn in a final count for awards to be given.

Discussion of Lifetime Medal Winners:

- As previously discussed these award winners have the recognition of their photographs on the website and deserve medals.
- Kris shared with us a GEM metallic medal surrounded by red, white and blue crystals hanging from a millennium ribbon from Hodges Badges that she has seen at a recent show. We all felt that this was a stand out classy medal.
- There was a discussion of the two varied WE logos that we have seen used and that possibly we could have the company use different color metal to denote the difference in levels achieved. Also, the possibility of simply writing out the level of achievement under the WE logo.
- The committee recommended making an extra set of these medals to have as display for publicity.
- We estimate that these will cost between \$2.80-3.05 and we will need six.
- 3 bronze, 1 platinum, 1 silver and 1 gold
- Jennifer suggested that it might be beneficial if we use Hodges Badges (for example) exclusively for all of our awards. This would possibly lower our costs, give us continuity with all awards even throughout the year with recognized shows and encourage them to become a sponsor. Also it would mean one company handling our artwork. They offer car window stickers, flags and items for future media and sales promotions.

Lapel Pins

- The committee had several ideas about differentiating these such as the top levels like Masters receiving a cloisonné pin and then advanced using various colored die cast metals. Jennifer suggested that to designate the years we could change the background color of the die cast or a slightly different design.
- At this point we looked at the website to see the minimum numbers per items and decided to count the number of awards needed.
- It is the committee's hope that we can recognize at least the top three in each category from Masters through Introductory Junior as an encouragement that everyone has to start somewhere and the majority of riders are not in the higher levels.
- Jennifer also asked to price out stickers with the WE logo thinking that would even

be a great way to promote WE in the future or for a lesser award.

The meeting adjourned at 7:12pm est