



## WE UNITED National Championship Show Committee Conference Call

Date :	February 1, 2017	Time:	5:30 pm PST
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Acting Chair in Attendance?                       President                      Julie Alonzo  
 Secretary?                                       Secretary                      Sheri Little

President Julie Alonzo called the meeting to order at 5:31 pm PST

### Members in attendance at roll call

### Members Absent

Last Name	First Name	Title	Last Name	First Name	Title
Alonzo	Julie	Chair			
Price	Barbara	Member			
Selk-Toews	Kaylene	Member			
Blood	Tenara	Member			
McIntosh	Susan	Member			
Little	Sheri	Member			

Current strength of body was 6. Minimum # for quorum was 3.  
 Members in attendance was 6.

Quorum Achieved

### *Guests in attendance*

None

### *TOPIC - Initial Meeting for WE National Championship Show*

### Introductions:

Name and skills brought to the table

Julie Alonzo - WE competition organization, understanding of the rules and tests  
 Susan MacIntosh - Operations Director, produced licensed dressage shows  
 Kaylene Selk Toews - Marketing and Communication, organizer of social events  
 Barbara Price - WE Judge, marketing and communication, done clinics and shows  
 Tenara Blood - Program management, catering events

Sheri Little - Executive Assistant skills

Discussion:

Julie: Introduces show organization proposal

- Three Major Parts
  - Competition: the first national championship in N. America
  - Requires qualifying scores to compete
  - Suggests holding two divisions (A rated + Nat'l Champ)
  - Three days: Dressage, Ease of Handling, Speed
- Pedro Torres Symposium
  - He chose to come to support the work here in N. America, wants to lend his panache to the event
  - Nuno will be coordinating the symposium with Pedro's people
  - Separate event from the show
  - Need to raise \$\$ for his trip: honorarium and all travel expenses. He will be available for one full day (he may make an appearance earlier, but not in an official capacity)
- Social connections
  - Opportunity to build relationships within WE
  - Social activities built around support
  - Opportunity for Marketing WE United; get more information out to the public

Barbara suggested a good first step would be to create a Master Plan

- Determine major components first
  - Julie put together a draft excel spreadsheet with some ideas
- Then break things down into sub groups to distribute among committee members to work on
- Suggested we check in every other week for a while with deliverable, update target dates, bring issues or concerns to the group as we work through it
- As we get closer to the event, weekly meetings to keep the pace
  - Suggested the use of Google Docs or Calendar as it's web based and can be seen real-time

Kaylene thanked Julie for setting up the Facebook group to facilitate our communication.

Julie: Who should categorize things? What should be the next steps?

Discussion continued about which sub categories and line items needed and what target completion dates should be established

- Possible Major Categories
  - Competition
    - Staffing/Volunteers

- Venue
- Marketing/Communication
  - Sponsors/Benefactors
- Pedro Torres Symposium
- Ancillary Events
- Accommodations
- Miscellaneous

Kaylene: Offered to take the first pass at developing a draft of a master plan  
How would we do a visual session to go over the plan?

Julie: Asked if there were areas of interest to committee members to take the lead for responsibility.

Tenara: Suggested we wait to distribute duties until we get a plan set up

Discussion of Venue:

How much support from Devonwood?

Julie: Sent out a 2017 rate sheet. They can support the guests, vendors, catering, etc., but it costs. A contract would include:

- A warm up arena for each arena rented
- Signage
- Judging booths
  - Both permanent and portable
  - Includes internet access
- Use of the business office
  - Fax, copier, etc. (Copies cost)
- Sound system: arenas, barn, warm up
- Secure show office available

Are we required to use Devonwood, or can we go outside? Devonwood concerned about the image, so wants some say, possibly negotiable.

Devonwood can hire local Pony Club or FFA group for things like parking, runners, etc. They have a contract with Elephant's Delicatessen for catering.

Devonwood has contacts for vendors and can invite and manage them, but they keep the income from vending if they do. There is the possibility for certain wineries to come and do tastings.

Julie: Do we give up the \$\$ for a “guaranteed” good event or do it ourselves? It’s a choice.

When it’s time to do a contract, the planners would go in with a list of questions.

What is the cap for participants in the competition?

Julie: The # that can fit comfortably in the arena. Possible 48-50 in one. We would have multiple arena capability at Devonwood.

Julie reviewed her proposal for the combined A rated and championship show. (See her email of 1/29/17, under “Entries”.)

Is there a downside to that proposal? Scoring may be an issue.

Suggestion: Have activities for higher level riders waiting for their ride times.

Question: Can we rely on the number of competitors for the \$\$?

Suggestion: As this is a national event, we should plan for drawing additional people, spectators, those interested in WE, etc. We need to balance the number of people with the budget, sponsors, and vendors, to make sure we can cover costs.

Tenara & Kaylene: Will prepare a draft of plan and associated budget to start with.

Question: Is there a cost comparison for Oregon Horse Center?

Julie: The biggest difference would be the ability to hold cow trials. That won’t happen this year. OHC would cost less, but it is less formal and wouldn’t develop the image looked for at a national show.

There are groups planning to come from: Colorado, Utah, Canada, Arizona, California, and Washington. Some are interested in the idea of a team competition.

Julie: Recommendation for Devonwood as the best venue option.  
Should we vote now on venue?

Group decided we will meet next week and decide then. We are charged with researching other options if we find them and bringing the information with pictures if possible for discussion next week. Clarifying question: Is the Symposium at the same venue? Yes.

Two additional committee members suggested: Becky Matthews and Nicole Grous. Board meets in February, can add new committee members then.

Other Issues for discussion:

- Security
- Vet/Medical

- Health Cert.
- Packet for participants
- FAQ
- Dinners? Each night?
- Exhibitions? Ideas?
- WE United Booth

Kaylene offered to host a committee dinner the day before the show.

Could we meet together at the Washington Horse Expo? Possibly.

Next Steps:

Julie: Send out meeting minutes form and spreadsheet of ideas to the group

Sheri: Send out completed minutes to group for review

Meeting Adjourned: 6:40 pm

Next meeting: February 10, 2017 6:00 - 7:30 pm (Phone Conference)