



WE UNITED National Championship Show Committee Conference Call

Date :	February 10, 2017	Time:	6:00 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 6:01 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 5.

Quorum Achieved

Guests in attendance

None

TOPIC

Venue

Reviewed research on other venue possibilities for show. Oregon Equestrian Center detail sheet reviewed. Pictures reviewed on OEC Facebook page. Discussion of merits relative to Oregon Horse Center and Devonwood. General consensus is that Devonwood fits the style of the event we are planning, but that OEC looks good for additional shows this summer.

- Julie made a motion to: Accept Devonwood Equestrian Center as the venue for the Working Equitation National Championship Show in September, 2017.
- Susan - Seconded the motion

➤ Vote results: Motion carried unanimously

Next Step: Notify Devonwood that the event is a go. Set up a meeting to determine details after the WA Horse Expo is over.

Susan volunteered to contact Devonwood and cc Julie.

Discussion: What details should we focus on? Is there a deposit to hold the dates? How much? Tanara volunteered to go with Susan for a site visit, to help determine the details for catering needs, seating, stalls, etc.

Need to add a "Contact" page for members to the project plan. Everyone will add their contact info.

Discussion:

Susan initiated a discussion on budget and how to raise the money for contracts, travel, etc. Discussion began with pre-sale of tickets for the symposium.

Discussion began with symposium separate from the banquet. Pre-sell tickets for both to get an idea of participant numbers.

Julie explained the idea behind the symposium:

- 3-4 hour demonstration/talk by Pedro
- Pedro exhibition rides
- possible riders from the academy

Nuno is taking care of the details. He will be in the States in April, so we should be able to get more details then.

The question was asked whether Pedro's publicist could help with pictures and such. Julie indicated his fee for assisting the show is expensive. But did recall a conversation where he might work with a commission based contract based on sponsors he is able to generate. Kaylene and Barbara will contact him via Skype to discuss and possibly work out an agreement.

Details of agreement: Do we want the international advertisement?

Julie indicated that there are breeders that would like come as vendors and present their horses. There are also vendors that might like to sponsor a "team" for the event.

Does having them bring in more validity/ticket sales/sponsors? Is it worth it? Agreement will determine.

Discussion back to symposium and pre-sale tickets. Julie suggested \$100 pre-sale, \$150 at door.

Clarifying question: The symposium tickets cost, but the show competition is free? Yes, traditionally spectators are not charged to come watch a show. With higher level riders competing, it will be more exciting, therefore draw more spectators.

Another question: Would the banquet be an additional cost? Yes.

Susan suggested raising the price of tickets to: \$125 pre-sale, \$150 at door.

Question: Could we include the banquet with the symposium and thereby get a good headcount?

Discussion about schedule regarding symposium and banquet.

Should we have the banquet at the symposium. There would need to be lights for outdoor with accompanying costs. The symposium should wrap up around 8 PM. If one reason for Pedro coming was to mingle with the participants and guests, it would be hard for him to do that at a dinner. If we had the dinner during the symposium which ended at 8, we could do a social hour with Pedro at that time with dessert, wine, coffee, cheese, etc.

Action item: Ask Pedro/Nuno if it would be OK to serve dinner during the symposium.

If we include dinner, the price of tickets should go up accordingly. Susan suggested: \$150 pre-sale, \$175 at door. Also mentioned that since WE United is a non-profit, the cost of tickets could be a tax deduction for those who attend. There would need to be a description of how/where the money will be spent, not just to cover the costs of the event. Someone suggested taking on a rescue, training it for WE and then re-homing at the next event.

Quick calculation: At \$150 price, there would need to be 71 tickets sold to cover Pedro's expenses. Not including the dinner.

There should be a large gap between the pre-sale term and the move to regular door price. This gives people time to want to get the "deal".

Tenara said she could work on the design of the tickets, and Sheri can help with the printing.

Suggestion made that the tickets could be priced at: \$150 pre-sale and \$200 at door. This may get us more pre-sale numbers. More commitments. Susan suggested offering pre-sale tickets through Coastal Farm Stores. The Expo does that. She will check on what's necessary to do that.

Question: When is the cut off for the pre-sale? Decision was made for June 1, 2017. Then \$200 regular price. What is the cut off for the regular sale? Need firm numbers for the caterer. Would there be a possibility of tickets for the symposium only on the day of the show?

Someone mentioned the possibility of a free article printed in Flying Changes magazine. Are there any other publications we might use? **(Who is to follow up?)**

Discussion: Combined divisions at the show

Julie asked if there was a consensus on having multiple divisions at the show, and allowing qualifying scores to be earned while competing. Tenara said she thought it would be fine as long as there was a point of contact to answer questions and explain how it works. Susan asked about who would supervise the scoring. Julie said she expects that she will not be riding in this show, and that she could be the point of contact and supervise the scoring.

On a side note, Julie suggested the need for “horse connections”, or horses available for riders flying in without their own mounts. She suggested loaning out Memoria.

New Item: Premium Book

Julie showed us a draft of the premium book she has put together. She brought to the committee’s attention the notes on suggested prize money for each class. She said the entry fees were established in such a way that they would provide a slight cushion for some of the prize money, if things go as planned.

Susan asked if we were going to use sponsors for the prize money. She said we should do heavy campaigning for the next 2 months to get an idea of the \$\$ possible. Julie said it would be great to have the sponsors for the prize money, but we need to put together the sponsor packages in order to sell.

Next Julie discussed the Entry Fees. She explained the incentives for bringing multiple horses. It was suggested that instead of three dates for incentivising, there should be only two to be consistent with the pre-sale of symposium tickets.

Julie explained the stall fees and how they also were incentivised for multiple horses. There are three levels of stall pricing. Ultra Premium (in the main barn), Premium (in the second barn), and Regular (white fiber stalls).

Suggestion made to increase the fee for the Ultra Premium stalls to \$375 1-2 stalls, \$300 3+ stalls, \$60 extra day.

These are the best in the venue. Would this be where Pedro and Nuno would keep their horses? What are the times for check in/check out? This would have to be negotiated in the contract.

Tanara suggested we get pictures of the stalls to add to the book. Also suggested was a layout of the venue with the stalls and arenas marked.

Tenara suggested that the first page of the book be changed to show the highlights of the event, but that it should direct people to the WE United Facebook page for updates on line. Tanara suggested someone could go to an event at Devonwood to get some pictures of the venue in action.

Members set next meeting to be March 4th at the WA Horse Expo. We are to meet at 1:00 PM at the WE United/Rob Zimmerman booth.

Next Steps:

- Negotiate contract with Devonwood
- Develop sponsor packages
- Retain block of hotel rooms - WE United c card to hold (Susan?)
- Get ball park on numbers for participation
- Determine how/when to announce event - By March 4 or 5
- Show page for the website is started
- Kaylene will set up the marketing social calendar for the show
- Possible professional photographer for Pedro - Tamara Gooch
- Sheri will update the master plan until owners of all pieces are determined
- Review the draft of premium book and bring changes/suggestions to the next meeting
- Should decide ownership of event categories by next meeting

Julie adjourned the meeting at 8:01 PM.