

ZONE 7 NORTHEAST CONNECTION
PLANNING MEETING
NOVEMBER 21-22, 2015
(to plan the 2016 Zone 7 Show)

SATURDAY - NOVEMBER 21

The meeting was called to order at 1:40 PM, by the Chairperson, Marjorie Moser, at the Pocono Manor Inn. In attendance were: Marjorie Moser (Chairperson), Lyn Fick (Vice-Chairperson), Patti Cerio (Treasurer), Dorothy Quirk (Secretary), Betsy Leager (DelMarva PHC), Karen Roy (New England PHC), Bob Drake (New England PHC), Ashley DiMeo (Garden State PHC), Donna Puhl (Garden State PHC), Jill Pacelli (Empire State PHC), Kathy Reinert (Empire State PHC), Heidi Evelhoch (Pennsylvania PHC), Stephanie Reed (Pennsylvania PHC), Alison Umberger (Virginia PHC), Jacki Walker (Guest - Pennsylvania PHC).

MINUTES: The Secretary gave a synopsis of the minutes from the meetings and conference calls held during the 2015 show season. Motion was made (DiMeo/Drake) and passed to accept the minutes.

CORRESPONDENCE: Karen Roy read a letter from Leslie Packard, the past Corresponding Secretary, turning over the Incorporation information to Karen. It was noted that our Corresponding Secretary must live in the state of New Hampshire since that is where Zone 7 incorporated.

FINANCIAL REPORT: Patti Cerio explained the 2015 Zone 7 Show financial report that she had previously e-mailed to all the Zone delegates.

- There is a current balance on hand of \$48,202. That amount includes the Delaware PHC's share of the show week-end which has not been distributed to them at this time.
- Patti reminded the delegates that, at the November 2014 Zone meeting, it was agreed to divide the proceeds from the 2015 Zone week-end 60% to Zone 7 and 40% to the Delaware PHC. With the exception that each show would hire and pay their judges individually. All other bills were to run through the Zone treasury.
- The Delaware PHC has already paid \$15,415 of their bills.
- The Zone Show has already paid the Dream Park rental and all the Zone bills.
- Patti then answered questions from the delegates. She explained the reasons why the Zone Show and Delaware should not do the original 60/40 split. She also explained why it would not be in Delaware's favor to do that split. So now Delaware will get the proceeds from their show, minus 40% of the cost of the Dream Park, plus 40% of the amount brought in from the stalls/campers/shavings/etc. The check to be made out to the Delaware PHC would be \$20,987.00.

Pg. 2/Nov. 21/22, 2015)

Leager / DiMeo, who made the 60%/40% motion in November 2014, made a new motion to rescind their previous motion. That motion was passed by the delegates. Leager/DiMeo then made a motion to divide the proceeds from the Zone Show week-end as follows: \$6,790 to the Zone Committee and \$20,987 to the Delaware PHC. Motion was passed.

"Outside Office": Patti reported that Dorothy Quirk split her pay 50/50 with Heidi Evelhoch who worked in the main office as a volunteer with Sharon.

Website: Motion was made (Quirk/Fick) and passed that the Zone hire Judy Moyer as our webmaster for 2016 at the sum of \$350.

Free Stalls: Patti reported that we gave away 17 free stalls. Six of these stalls were from the ones the Zone donates to each Zone 7 PHC. One stall did not bring in any revenue to Zone 7 since they did not enter any classes and only bought shavings.

Non-Payment: Patti reported that one Zone 7 sponsorship has never been paid and the sponsor now refuses to pay the bill. She reminded the delegates that the sponsor's advertisement should be taken off the Zone 7 website. Motion was made (Quirk/Fick) that sponsors are not to be listed on the website until they have paid for them.

ELECTION OF OFFICERS:

The following were nominated:

Chairperson - Marjorie Moser

Vice-Chairperson - Lyn Fick

Treasurer - Patti Cerio

Secretary - Dorothy Quirk

Corresponding Secretary - Karen Roy

Motion was made (Drake/Cerio) and passed that the Secretary cast a unanimous ballot for the 2016 Zone 7 Officers.

2015 SHOW REPORT:

Show Profit: \$7,600 which is approximately the same as the profit realized from our 2014 Zone Show.

Random Draw Visa Gift Cards: The \$3,500 given to the Zone 7 Show by APHA was used to purchase Visa gift cards (in various denominations) and given out as "random draws" in most of the classes. Only \$1,600 in cards was redeemed. Since the cards lose a percentage of their value after a year, Patti cashed in the remaining cards and deposited the amount remaining into the Zone treasury.

Pg. 3/Nov. 21/22, 2015)

Championship Classes: Lyn Fick reported the following:

- We held 19 Championship Classes at the 2015 Zone Show, which is two more than we offered the previous year.
- There was a total of 104 entries this year, which is 5 more entries than 2,014.
- Profit: We collected \$2,650 in entry fees from the Championship classes and received \$3,500 from APHA for holding the classes.

2016 Championship Classes: Changes for the 2016 Championship Classes will be announced by APHA in mid-December.

Championship Class Recommendations for 2016:

- Choose classes that fill better.
- Have Championship photos taken at a backdrop outside of the ring (to save time).
- APHA prefers not to have Championship Classes run concurrently with the Zone Show classes.

Championship Class Suggestions Survey (done by Alison Umberger):

- More Adult Walk-Trot classes were requested.
- More Novice classes were requested.

Increased advertising:

- Need to do more.
- Zone 7 APHA members need to be notified individually.
- Promotional handouts at the Zone 7 Regional shows.
- Have the Championship class winners noted in the APHA Journal.
- Enter the Zone APHA class and the Championship class would be free.

2016 Zone Show Suggestions:

- Use a split/combined schedule.
- Hold the trail classes on Sunday.
- Having 4 days of showing was too long.
- The cost of 10 judges was expensive for the exhibitors. However, actually breaking down the cost/judge was not.
- Splitting the Amateur classes into Classic (19 entries) and Masters (11 entries) diminished the points the exhibitors could earn.
- Add to the second page of the show bill for 2016 - "Show Management" has the option to combine any class that has 6 or less entries.

Pg. 4/Nov. 21/22, 2015)

Individual Show Numbers:

- Championship Class Entries: 104
- Delaware PHC Show Entries: 662
- Zone Show Entries: 615

Warm-Up Trail: The show collected \$570 from Warm-Up Trail.

2016 Ring Crew Chairperson: Bob Drake

Motion was made (Drake/Fick) and passed to pay Frankie Nolasco \$100 for setting up the ring on Friday.

Awards: Were well received.

Vendors: We need more vendors. If any vendors are interested for 2016, contact Marjorie Moser.

Horse Show Patterns: Using a subscription to "Horse Show Patterns", we will choose the patterns and send them to the judges for their approval. Stephanie Reed will reprint them, if necessary.

Battle of the Barns: Motion was made (Drake/DiMeo) and passed that we plan for this activity in 2016. Motion was made (Drake/Reed) and passed that the Battle of the Barns be held only if time is allowed in the show schedule.

Hospitality Tent: Zone 7 will provide a Hospitality Tent from 5:30 AM until the Dream Park food stand opens. The tent will be manned by "Hospitality Sponsors". Lyn Fick will provide the tent.

Basket Raffles: Chairpersons - Kathy Reinert and Stephanie Reed. Tickets will be sold for the baskets. Each Club is asked to provide a "Theme" basket. Kathy will contact the Zone 7 Paint Horse Clubs. Clubs will be encouraged to donate more than one basket.

Pattern Books: Patti Cerio will check with Dawn Schmidt and see if she would donate these again this year,

Zone 7 Horse Show Schedule: Ashley DiMeo will formulate this schedule and send it to our webmaster.

The meeting was adjourned at 5:15.

Pg. 5/Nov. 21/22, 2015)

SUNDAY - NOVEMBER 22, 2015

The meeting was called to order at 9:10 AM, by the Chairperson, Marjorie Moser. In attendance were: Marjorie Moser (Chairperson), Lyn Fick (Vice-Chairperson), Patti Cerio (Treasurer), Dorothy Quirk (Secretary), Stephanie Hearn (Del Marva PHC), Betsy Leager (Del Marva PHC), Karen Roy (New England PHC), Bob Drake (New England PHC), Donna Puhl (Garden State PHC), Ashley DiMeo (Garden State PHC), Kathy Reinert (Empire State PHC), Jill Pacelli (Empire State PHC), Stephanie Reed (Pennsylvania PHC), Jacki Walker (Pennsylvania PHC), Alison Umberger (Virginia PHC).

Delaware Show Report: Stephanie Hearn reported that their show had good attendance and attracted some new exhibitors. Their Jackpot Class was a good addition to the show and afforded the exhibitors a chance to win some money.

2016 ZONE SHOW PLANNING:

Judges: Karen Roy reported that she has already hired 5 judges from the 2015 judges' list. The list of judges submitted for 2016 was reviewed. Karen will also be able to hire judges from this list for 2017 if they are available. All judges hired will use the same contract wording.

Show dates: August 6-7, 2016.

Photographer: Marjorie Moser will contact Laurie. Karen Roy reported that Shane Ruck will be accompanying one of the 2016 judges and we could possibly be able to negotiate a "deal" with him. Stephanie Hearn offered a backdrop that the photographer could use.

Insurance: Marjorie will handle this.

Horse Show Office: Sharon and Lester will work for the same price as 2015 (\$2,949) plus an additional \$100 for the extra day. Heidi Evelhoch will also work for \$10/hour for the first 24 hours and for \$15/hour after that. She also will need to be reimbursed for her mileage, tolls, and lodging. Lester (the announcer) will be asked to just read the placings off the judges' cards as they are handed to him. Karen Roy will develop a contract for them to sign. Motion was made (Drake/Hearn) to hire Lester, Sharon, and Heidi to handle the office.

Show Manager: Marjorie Moser

Pg. 6/Nov. 21/22, 2015)

Ring Steward: Motion was made (Drake/Quirk) to hire Judy Moyer as Head Ring Steward with Carolyn Haven as Assistant. Judy will be paid \$15/hour for the first 12 hours each day and \$22.50 for every hour over 12. Carolyn will be paid a total of \$350 for the show. Karen Roy will formulate a contract for the Ring Stewards.

Gate Person: Ashley DiMeo. Karen will develop a contract for this position.

Ring Crew: Frankie Nolasco will work with Bob Drake.

Stall Reservations: Dorothy Quirk

Stall Charts: Patti Cerio

Tagging Stalls: Marjorie Moser and Ashley DiMeo.

Show Schedule:

- Motion was made (Pacelli/Walker) and passed that we have an 8 judge show over 3 days. We will need a variance for this. Exhibitors will pay for 6 judges and will get 2 at no charge.
- Friday - Riding classes - including fence classes. (with 2 judges)
- Saturday - showmanship, halter, Ranch horse, Trail, Longe Line (with 8 judges)
These are all classes that will require scribes.
- Sunday - the riding classes (with 6 judges)

Show Program:

- Motion was made (Leager/DiMeo) and passed (with one opposing vote - Cerio) that Showmanship be divided into Masters and Classics. It will, however, be noted on the back of the show bill that Show Management will have the option to combine any class that has 6 or less entries.
- Motion was made (Hearn/Reed) and passed that all classes requiring scribes be held on Saturday.
- Motion was made (Hearn/Cerio) and passed that scribes who work all the Saturday classes be paid \$75 for the day. Scribes who work only the trail classes be paid \$50.
- On the judges' contracts they will be asked to indicate for what classes they will require scribes.
- SPB yearlings and two year olds will be combined into one class.
- Motion was made (Leager/Fick) and passed that we run the halter classes first - followed by showmanship.
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Pg. 7/Nov. 21/22, 2015

- Motion was made (Fick/Leager) and passed that the following classes will run Open first, followed by Youth - Western Riding, Ranch Riding, Reining.
- Motion was made (Umberger/Leager) and passed that we add SPB Ranch Riding.
- Motion was made (Hearn/Fick) and passed that the only "fence" class we will offer will be Hunter Hack.

Fees:

- Campers: Motion was made (Drake/DiMeo) and passed (with one opposing vote - Cerio) that campers be charged \$25/day, which is just what the Dream Park charges us. That would be a charge of \$100 for Thursday through Sunday. Any additional days would be an additional \$25.
- Stalls: Motion was made (Drake/Hearn) and passed that we charge a \$100 stall fee. The Dream Park charges us \$50.
- Reservations: Stall reservations are to be made by July 23.
- Entry fees: Same as 2015. There will be a flat fee of either \$310 or \$320. Patti Cerio will check and confirm which price we will use.
- Trail Warm Up Fee: a \$10 additional fee will be added to your show bill if you enter a trail class. (This is the same as 2015.)

NSBA Classes: Lyn Fick will check into NSBA. Classes will be discussed during our first conference call.

Championship Classes: These will be chosen at during our first conference call.

Resident High Point Awards: There must be 2 entries in a class in order for a Resident High Point to be awarded for that class.

Conference Calls: Marjorie will send out an agenda prior to the call. Anyone with suggestions for the call should send them to Dorothy Quirk before the agenda goes out.

Awards: Patti Cerio. Carla Perri will again donate the Reserve High Point Halters. Motion was made (Drake/Hearn) and passed to allocate the following:

- Resident High Point Class Awards: up to \$25
- Zone High Point Class Awards: up to \$45
- Show High Points: up to \$100
- Show Reserve High Points: up to \$75

In 2015 the awards cost the Zone only \$6,082, which was well below the amount budgeted.

Pg. 8/Nov. 21/22, 2015)

Exhibitor Random Draws: We would like to give out VISA gift cards if we are financially able. If we do, any cards not picked up at the end of the show will be given to the office to hand out to anyone who may not have yet paid their bill. Dorothy Quirk will handle the announcing of these random draws.

Exhibitor Hand-Outs: Ideas for hand-outs to exhibitors when they pick up their numbers will be discussed at the first conference call.

Conference Call: This will be held on January 6, 2016, at 7:30.

Thank You Letters: The Secretary will send thank you letters to the following:

- Carol and Shannon Leggett and Joshua Carr for transporting our "Horseshoe Tree" to the World Show.
- Dawn Schmidt for compiling the pattern books for the Zone Show.

Zone 7 Yearly Club Donation: Motion was made (Cerio/Drake) and passed that, if the 2016 Zone Show is financially solvent, we donate the \$600 to the Empire State PHC.

2016 Zone Meeting (for the 2017 Zone Show): October 1-2, 2016.

The meeting was adjourned at 2:25 PM.

Respectfully submitted,
Dorothy Quirk, Secretary