

ZONE 7 NORTHEAST CONNECTION
CONFERENCE CALL - APRIL 16, 2018

The Conference call was called to order at 8:00 PM by the Chairperson, Marjorie Moser. In attendance were: Marjorie Moser (Chairperson), Bob Drake (Vice-Chairperson), Dorothy Quirk (Secretary), Jane Munn (Treasurer), Betsy Leager (Del Marva), Ashley Nolasco (GSPHC), Judy Moyer (GSPHC), Kathy Reinert (Empire State), Jill Pacelli (Empire State), Carla Perri (Pennsylvania), Alison Umberger (Virginia).

MINUTES: The Secretary read the minutes from the February 5, 2018, conference call.

ANA LIA SULLIVAN - APHA YOUTH PRESIDENT: Carla Perri reported that she had inadvertently told Ana Lia that she would be able to keep 10% of any Zone 7 sponsorships that she procures. Our November minutes state that she is to keep 5%. Motion was made (Quirk/Drake) and passed that Ana Lia be permitted to keep 10%.

BASKET RAFFLE: Kathy Reinert reported that she will be contacting the Zone 7 Clubs in regards to their \$50 donation for the basket.

FREE ZONE STALLS: Patti Cerio sent out the "Free Zone Stall" certificates to each Zone 7 APHA club before her retirement. Each Zone 7 club is to let the Secretary know who purchased their Club's certificate.

SHOW OFFICE / STAFF: Marjorie reported that she had contacted Sharon and Lester to let them know that we will be using a different staff this year. She thanked them for all the work they have done for us in the past.

ZONE 7 ANNUAL MEETING: Carla reported the following for Carli - Carli had contacted the Holiday Day Express, Strausburg, NY, in regards to using their facility for a November 20, 2018, meeting. The prices she received were: \$119-\$129 for rooms and \$85 per day for the use of their meeting room. The question arose concerning a catered luncheon, which we have had in the past. Carli will check into this and forward her information to the delegates. Further discussion will take place at our next conference call. The date of November 27-28, 2018, was suggested as a better meeting date.

TREASURER'S REPORT: Jane Munn reported the February balance on hand of \$10,313. She noted that the Zone Show has experienced losses of \$10,000 - \$25,000 over the last three years.

FUNDRAISING SUGGESTIONS:

- Jane Munn suggested that it might be wise to hire someone who is experienced in the sponsorship field.

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- We could give dealers display space if they would supply us with a sponsorship. * *
- Kathy Reinert suggested having Judy "spotlight" a Zone 7 exhibitor on our Facebook page every week.

ZONE 7 LOGO: Discussion ensued about developing a new logo for Zone 7 for next year.

BRING-A-BUDDY: Kathy Reinert suggested we "Bring A Buddy" and each of the two exhibitors would get \$20 off their show bill.

SHOW FORMAT CHANGE: Suggestion was made that, in the future, we change our class format to more closely match the majority of the shows in Zone 7.

ZONE 7 "HOST" HOTELS: The Holiday Inn and the Hampton Inn will again be our "host" hotels. The price will be \$99 (which includes breakfast). Reservations must be made at least three weeks in advance in order to receive this rate.

ADVERTISING: Last year we advertised on Facebook for \$20. We can utilize this advertising again this year. Our ads should highlight how much exhibitors are actually paying / per judge for points. Also, that our show is somewhere for folks to show during the NSBA, Color Congress, etc.

AWARDS: Carla Perri reported that she is using the pricing that we agreed upon at the November meeting of \$50 for the high point awards and \$10 for the Resident's awards. She anticipates needing \$1,300 to do this. Motion was made (Perri/Umberger) and passed that we do not continue with the Resident's High Points this year since we are short on funds. Items to be awarded will be:

- High Point Stallion/Mare/Gelding - halters donated by Carla Perri
- High Points - chairs (\$37-\$50)
- Reserve High Points - \$10-\$25

Our 2017 awards expenditure was \$6,500. Utilizing the above pricing (and with the awards left over from last year, and not awarding Resident awards), we should be able to keep our awards bill to approximately \$750.

The meeting was adjourned at 9:50 PM with the next conference call scheduled for June 4, 2018, at 8:00 PM,

Respectfully submitted,
Dorothy Quirk, Secretary

