

ZONE 7 SHOW CONFERENCE CALL
AUGUST 22, 2018

The conference call was called to order at 8:07 PM by the Chairperson, Marjorie Moser. Attending the call were: Marjorie Moser (Chairperson), Bob Drake (Vice-Chairperson), Dorothy Quirk (Secretary), Jane Munn (Treasurer), Betsy Leager (Del Marva PHC), Karen Roy (New England PHC), Ashley Nolasco (GSPHC PHC), Kathy Reinert, Jill Pacelli (Empire State PHC), Allison Umberger (Virginia PHC).

FINANCIAL REPORT: Jane Munn began her report by congratulating all the delegates who went "above and beyond" to make the recent Zone 7 show a success. She previously e-mailed all the delegates several very comprehensive spreadsheets in regards to the financial expenditures of the show.

- Balance on hand: \$14,980. Jane noted that we may have to consider "volunteering" at the 2019 Zone Show in order to make it a financial success. There were 27 exhibitors who used the "flat fee". Although that fee did make some of the classes larger there were several exhibitors who entered 12 or more classes for that one fee. We "lost" approximately \$5,500+ by using the "flat fee". This would have to be "weighed" against our income if the classes had been entered individually.
- Exhibitors who showed in our show actually paid only \$66/judge to show. The opinion was shared that many of our exhibitors are not accustomed to the cost of showing until six judges.
- Jane estimated that we need 150 horses entered in order to feel comfortable about making the show a financial success. She stated that she does not feel we will be able to increase our horses to that number in one year.
- More show sponsors are needed. Jill Pacelli reported that she has acquired three new sponsors for 2019. She noted that the sponsors were announced frequently.
- "Comped rooms" - we aren't sure, at this time, exactly how many (if any) rooms we received this year. The hotels do not "comp" any rooms unless we have at least 20 rooms booked there under the Zone 7 name. Possibly spreading the exhibitors among three hotels did not put enough exhibitors in any one to allow us to reach the "comped rooms" minimum.
- In order to reduce our hotel expenses, we will try to hire judges that will be willing to share a room
- If a Zone Show loses money, the area clubs that have stated they will "co-participate" in the Zone Show (per APHA's directive) will have to share the financial loss.
- The show itself actually realized a profit of \$3,000 and there was \$2,000 of sponsorships obtained.

Judges: Karen Roy has contacted the judge that was not able to judge and requested a doctor's excuse for our records. She is going to try and get his purchased airline ticket

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reimbursed. If so, the amount will be credited back to Karen's personal checking account since the ticket was ordered by her. (All the judges' tickets were non-refundable tickets since they are purchased at a more economical price.) Possibly the judge will want to keep his ticket and use it at a later date. Two judges drove because it was less expensive. Since there was a car available, the show did not have to engage a rental car. Judy also drove the other judges to the airport after the show, which saved us money. Karen will be diligent as to what judges to hire in order to keep travel expenses down. This year she is asking that, when we compile our "judges list", that we also list what airport they will be flying out of.

Awards: The following are suggestions that were made to save awards money for the 2019 show:

- Give out less awards
- Give class awards only to classes of 4 or more horses.
- Possibly give awards only to the top 5 "overall" horses.

Suggestions to consider:

- Lower our entry fee to \$40
- Stall rentals - \$80
- Have "7 classes for \$280".
- Have some financial paybacks (using APHA points) of \$5/point. This may encourage more class entries if exhibitors know that there is the possibility they can win "cash". With more entries/class, the Zone will be able to make money also.
- Get "coupons" from sponsors to give as prizes. This would entail no financial cost to the Zone show.
- Jill offered to detail her suggestions, in written form, to present at our November meeting.
- We need more horses at the show. This has caused our current financial problem. We have lost many of the trainers and their clients from this area.
- Have a 4 judge show.
- "Half Price" Stall Certificates to each Zone Club instead of a "free" stall.

Zone 7 Planning Meeting: Marjorie will contact Carli and confirm that she has booked our November meeting place.

2019 Show Dates: August 11-12, 2019

Judges' Contracts: Karen will redo our judges' contract to reflect that we will be hiring them for a flat rate.

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The meeting was adjourned at 10:30 PM with the next Conference Call scheduled for September 18, 2018, at 8:00 PM.

Respectfully submitted,
Dorothy Quirk, Secretary