

July 12, 2011 Meeting

SEFHA club members met at El Cazador Restaurant in Chatham on July 12 at 6:30 to discuss the planning of our Colt Starting Competition to be held in November.

There were 23 members present, and the meeting was called to order at 7:00 with Dave introducing six new members: Kevin and Hosanna Blanchard, Bill and Martha Scott, and Sherry and Paul Hazelwood. Dave also introduced a special guest, Susan Newcomb, who is the new Equine and Livestock vet at Cherrystone Animal Clinic. Susan has graciously agreed to be one of the on-call vets for the event.

Before discussing additional plans for the colt starting competition, SEFHA members discussed upcoming events hosted by SEFHA. The next event will be a three day camping and trail riding gathering at Iron Mountain on August 12, 13 and 14. Members who wish to attend can call Iron Mountain and make reservation mentioning they are with the SEFHA group. Iron Mountain is roughly a 2 ½ hour drive from Danville.

SEFHA members agreed we would like to hold another Cowboy Competition. The date has been set for October 8, 2011 at 10:00 a.m. and will be held at Cheryl and Dave's place. More details will come as we get closer to that date.

Dave also mentioned that he would like to see SEFHA host a clinic addressing equine dentistry. The date and details will be discussed later in the year.

The SEFHA website is up and running and Leslie Keck did a great job. Lots of members have been utilizing the site and keeping up with current events, reading the minutes from meetings, and watching for updates on the Colt Starting Competition, etc. There is also a classified section on the website and SEFHA members may place ads in this section for free. A brief discussion was held on what fee we would charge if a non-member wished to place a classified ad on the SEFHA website. More discussion on this will take place at a later time.

Susan, Lisa T., Dwight, Judy and Dave have picked the three trainers and did a wonderful job. Eleven applications were submitted and the committee had to make the hard decision of which three to choose. The three trainers selected are:

Randy Abernathy

James Cooler

Pam Tanner

Progress is being made on the program. Cloverdale Farm is the sponsor for the front inside cover; Blackwell Dodge is the sponsor for the back inside cover; Southern States is the sponsor on the back outside cover. Cover fee is \$500; however, as agreed in our previous meeting, Southern States received a reduced rate for their ad at one half the price (\$250). Pip Printing will be printing the programs. The outside covers will be glossy and in color with the inside pages being in black and white. Members are urged to start making contacts with businesses and selling ads. Our program is 64 pages. Center pages will be reserved for bio information on the trainers, SERHA membership, etc. Advertising contracts are available and members can contact Dave,

Cheryl or Leslie Keck. They have designed a spreadsheet to record contacts which will enable us to keep up with who has been contacted and how many ads have been sold. The spread sheet can be accessed through email so that everyone can see the progress and to avoid multiple contacts being made with the same businesses. Dave advised that he would like to have printed programs in his hands by the middle of September. Any ads sold may be taken directly to Pip Printing on Westover Drive and dropped off. Payments should be mailed to Dave and Cheryl. Checks should be made payable to SEFHA.

Pip Printing is also printing the admission tickets. Tickets will be numbered from 1 – 400 and will be perforated to tear so that each section has the ticket number on it.

Along with Blackwell Dodge being a sponsor, they have also offered to bring one of their trucks to the competition. The three trainers will arrive in the arena riding in the bed of the truck and will jump down as their names are announced by the emcee.

Dave and Jerry Shedd made several contacts last week and met with a potential food vendor. However, after researching the requirements from the Health Department, it was decided that this particular vendor was not set up to properly serve foods. Dave acknowledges a second choice, Bill and Laverne Wilmoth, who operates a concession trailer and come highly recommended. Judy made a motion to select the Wilmoth's as our sole vendor, Lisa Tuite seconded the motion and all members were in favor. The fee for a food vendor is \$100 with the agreement that the vendor will feed the three trainers, three assistants, 5 judges, and Tom and Pat Seay. The Wilmoth's will furnish everything and the hot dogs and hamburgers will come with all the fixings on them. The serving count should be between 450-475 people.

As mentioned in prior meetings, the Behlen round pens have been taken care of. Southern States will furnish two and Behlen will furnish one. The round pens will be for sale after the competition, (one pen has already been sold). Dave pointed out that the Behlen round pens are exactly like the ones Clinton Anderson sells for \$3,900. Southern States will sell these round pens for \$2,362.50 with tax.

We are still addressing the issue of a sound system. Dave says a local church may let us use their sound system for the event, and may even send someone to operate it for us. We need four wireless microphones and headsets. Dave has priced buying these at around \$800. Jerry will check on prices before the next meeting.

Members discussed the SEFHA Staff tee shirts again and questioned if they would be short sleeve or long sleeve. Short sleeve may not be warm enough in November. Members agreed to pay for the shirts individually at \$8 each rather than the club paying for them. There was also mention of purchasing vests with SEFHA and Staff on them, which may be less expensive than the shirts and present less of a problem with appropriate attire for the season. No decision was made until pricing can be checked and compared.

Tom Seay and his wife, Pat, will be coming in on Friday night. Tom would like to get together with some of the SEFHA members for dinner, but Dave pointed out that most of the members will be at the Chatham Hall setting up for Saturday's event. There was also discussion of Tom staying with one of the SEFHA members, or if we should make a hotel reservation for him.

(Post meeting note: Lisa Geyer contacted SEFHA member, Deb Bender, who is currently out of the state to inquire if she would be interested in inviting Tom and Pat to come and stay with her. Deb is thrilled to say she would love to have them come out to stay at her farm and to also invite SEFHA members to come before and after set-up at Chatham Hall for an informal “floating” visit and simple campfire dinner. More details will follow at our next meeting.)

Jerry Shedd has obtained a blank vinyl Pepsi banner. Dave suggested we use the banner for our SEFHA Club rather than having it lettered for this one event. We will check on who can letter the banner for us.

Dave is still checking on purchasing the grand prize, a saddle and CSI pad. Details on the cost or donation are still being worked out. CSI did send SEFHA a banner to use.

Karen’s Hallmark has volunteered to help SEFHA in any way they can. Karen’s Hallmark will be one of the locations in which tickets may be purchased, as well as Southern States. We would like to put the tickets on sale by the first of September. We have 400 tickets to sell as a cost of \$15 each. A limit of 20 tickets will be available to each of the three trainers for their localities and friends to attend.

There will be 300 programs printed. Members discussed the possibility of selling programs rather than handing them out free. There were mixed feelings from members on which option to take. The decision was tabled until the next meeting after Dave had a chance to total our expenses and the dollar amount of profit SEFHA will make from the event.

There will be door prizes awarded during the competition and we also currently have BWFA supplying a limited edition pocket knife valued at \$75 to each of the trainers. Southern States is also supplying each trainer with saddle pads and 500 lbs feed. Karen’s Hallmark and Chic-Fil-A are supplying a gift bag for each of the judges.

Members also decided to hold a silent auction at the event. SEFHA members are asked to donate some type of item to bid on. The highest bidder will be awarded the item they bid on. Trish Southall has donated one of her paintings, valued at \$250. Karen Hill volunteered to man the silent auction table and ask that members get in touch with her regarding the item they are donating for the auction.

Members were reminded that this is an Alcohol Free event. No alcoholic beverages will be allowed, and no alcoholic beverages will be allowed as prizes for the silent auction. This is also a pet free event. People should leave their dogs at home!

At this time, we have 7 vendors lined up and this may be all we have space for. A floor plan will be drawn to show where each vendor will be allowed to set up and accessibility to electrical hook-up or the best place for vendors with generators to be placed. The fee for vendors (other than the food vendor) is \$50 for each booth space. The vendors are:

SEFHA

One booth space for each trainer

Behlen

Bill & Laverne Wilmoth (food vendor)

The Blanchard's Pet Crematory booth

The next SEFHA meeting will be held at 6:30 on August 16, 2011 at El Cazador Restaurant in Chatham.

There being no other business to discuss, the meeting was adjourned at 8:30.

Respectfully submitted,

Lisa Geyer

7/14/11