

## **SEFHA MEETING MINUTES SEPTEMBER 13, 2011**

SEFHA members met on September 13 at 6:30 in the banquet room of El Cazador Restaurant in Chatham, Virginia. Dave called the meeting to order at 6:45 with 28 members present.

Dave praised all members for the excellent job that has been done on selling advertising for the Colt Starting Invitational program. Completed advertising pages were passed around for members to proof, with only a few errors or changes to be made before final printing is done by Pip Printing. As of the meeting, SEFHA has approximately 50 pages for the program. We can possibly take a few more ads, but Pip advises that we may start to have problems if the program gets much thicker, and the cutoff date was September 12.

The tickets have gone on sale (September 12). Leslie Keck will put an announcement on the SEFHA website and Facebook about the locations of the ticket sales. It is strongly urged that members let everyone know that the tickets are for advance sales only. There will not be tickets available at the door the day of the event.

SEFHA should have the completed programs in hand by the end of October. Dave is still waiting for the ad copy and payment from Tory Blackwell of Blackwell Dodge.

Dave spoke with WSET News 13 in hopes of getting some “free advertising”. WSET wants to cover the event, but their station policy allows them to come several days before the event for an interview and coverage information. They will not be able to televise coverage months in advance as we had hoped. SEFHA discussed other methods of advertising the event in advance (other than the posters we have). WSET recommended advertising through radio, as well as Facebook, our website, etc. Advertising on the Burger King marquee, the WAKG website, and linking with other websites was also discussed. Lisa Tuite has already given a write-up to the Star Tribune.

Anyone with ideas for putting the word out can contact Leslie Keck and she can post the information for us on our SEFHA website.

Pam Tanner is excited about competing and says she is ready! Dave suggested that members Google the colt starting invitational, Pam Tanner, James Cooler, etc. to see how our event and club are mentioned. Another surprise for SEFHA – Ken McNabb mentioned us on his TV show! The Ag Center marquee will also be available and will post advertisement for the event, and we also have access to Woodson’s Chevron marquee.

Dave mentioned that Southern States has been extremely helpful to SEFHA with furnishing items, as well as the selling of tickets. Southern States has offered to pay the full fee for advertising on one of the cover pages (\$500), but the club has declined their offer, and the cost to Southern States will remain at \$250.00.

Dave reminded members that Ken McNabb will be in Clemson, South Carolina in December for those interested in going.

After much discussion and research for the P A system, we have decided to rent the equipment upon approval from club members. Rental would include 4 head sets, 2 hand mikes, speakers and all necessary batteries. Bobby Turner recommended contacts to Dave and Dave contacted Barry Davis. All equipment would be furnished as well as someone to operate the system. Barry’s crew will set up and handle everything, including playing music during breaks, during the introduction, etc., and will know how to trouble shoot any problems that may come up. The quoted price from Barry Davis is \$1,200, and Dave will try to get the cost a bit lower. Lisa Geyer made the motion that we accept Mr. Davis’ quote and rent the equipment from him, Susan seconded the motion, and all

members were in favor.

The agenda for the event was discussed briefly. We have a girl from Chatham Hall that will sing the National Anthem. Mandy Tuggle will ride in on her horse carrying a flag and ride throughout the song, the trainers will work during the break times giving demonstrations, and we discussed making arrangements for Tom Seay to have breaks. The food vendor will be set up to sell both breakfast items and lunch foods.

Dwight Oaks discussed a trail ride on Saturday (September 17) at Smith Mountain Lake. The ride will begin at 10:00 and last for approximately 3 hours. Dwight suggested that riders wear blaze orange for visibility. There will be 7 or 8 camp sites for anyone interested in spending the night.

Anyone donating an item for the silent auction table was asked to contact either Karen Hill or Cheryl at Southern States. Items can be dropped off at Southern States, or taken to Karen in advance. Karen needs to have the items for the silent auction by October 20.

Dave mentioned that he had talked to Lisa Tuite about sending a donation in John Bender's memory to his favorite camp in Michigan. Jerry Shedd made a motion that we send a donation. Lisa Geyer seconded the motion and the club voted in favor. A donation in the amount of \$100 will be sent. Lisa Geyer and Jerry Shedd will buy a card and handle the donation being sent.

Jerry Shedd has ordered 30 blaze orange vest for members who are working at the event to wear. Cheryl is making name badges. A signup sheet was passed around for those working and Cheryl reminded members that if they did not have a badge, they could not get in without a ticket.

We need four video cameras and four people to operate them on the day of the competition. Mike Bruce, Jerry Shedd, and Lisa Geyer all have cameras and volunteered to film the event. Karen Hill said she had a camera if someone wanted to volunteer to be the fourth person filming.

Dave has not been able to get in touch with Kuda Saddle and Tack, but we do have the saddle at a cost of \$1,100.

Chatham Hall has requested that the front entrance off of Route 57 be used and parking will be accessible off of Chalk Level Road (State Road 685).

The glass Hospitality Room at Chatham Hall will be made available for Tom Seay and Ken McNabb, but this room will be off limits to the public.

Members were asked to consider who would be willing to handle the various tasks on that Saturday; time keepers, score keepers, camera operators, gate/parking persons, etc.

Posters for advertising the Colt Starting Invitational were handed out for members to distribute.

Dave reminded members of the Extreme Cowboy Competition on October 8. The competition will be held at the Tuggle Farm and will start at 10:00.

The next meeting will be on Tuesday, October 11 at El Cazador Restaurant in the banquet room at 6:30.

With there being no further business, the meeting was adjourned at 8:20.

Respectfully submitted.  
Lisa Geyer  
SEFHA Secretary