



New England Dressage Association,
Inc.
www.neda.org

NEDA YEAR-END REPORT
For: 2014

COMMITTEE: Competitions	
PROJECT NAME: NEW ENGLAND DRESSAGE FALL FESTIVAL	
PROJECT ORGANIZERS: Manager Beth Jenkins / Secretary Debra Reinhardt (Centerline Events)	
MAIN SUPPORT STAFF: Show Committee (Volunteers): Paula Adelson Regionals Awards / Fie Andersen Officials Hospitality Packets / Jennifer Anttonen Volunteers Database / Amy Bresky Stewards / Paul Cormier Grounds / Alexandra Dane Awards / Kathy Hickerson Breed Show / Diane Holston Award Ceremony Set Up / Heidi Humphrey Show Program / Beth Jenkins Manager / Phyllis LeBlanc Sponsors / Carole MacDonald Photographers / Linda Mendenhall Awards / Kate OConnor VIP & Grounds / Tracie Richardson Competitor Packets / Elaine Rose Breed Show / Sandra SanClemente Awards / Jane Sheehan Vendors / Ellen Straus Stewards / Karin and Daniel Swanfeldt VIP / Helen van der Voort Volunteers	
PAID STAFF: Office Centerline Events / Awards Ceremonies Robert Higgins / Stabling Kari Bradshaw / Breed Show Chesapeake Events / Treasurer Tammy Paparella / Announcers Geoff Morgan, Paul Eason and Jim Yeager.	
Then.... 15 Judges plus FEI Vet and 4 FEI Stewards, 2 TDs.	
DATE OF PROJECT: 9/18 - 21, 2014	ATTENDANCE: Approx 2,500 on grounds
NUMBER OF VOLUNTEERS: 141	NUMBER OF HORSES: 682 total (35 in CDI / 394 in Regionals / 78 in Breed Show)
COSTS: \$389,574	REVENUE: \$401,414 NET PROFIT: \$11,840

BREIF DESCRIPTION OF PROGRAM:

NEDA Fall Festival is the largest dressage show in the country. It has always been big and this year it got even bigger.

USDF/Great American Region 8 Finals / CDI-W Y/J Saugerties / USDF Great American Breeders Finals New England Series. Open Dressage Show featuring \$9,800 CDI prize monies, \$1,650 FEI Stakes Class, \$5,375 NEDA Dressage Sweepstakes, \$1,075 NEDA Adult Amateur Championships, \$1,075 NEDA JrYR Championships. Open Breed Show featuring \$1,250 cash awards, \$5,400 Breeders Futurity, \$2,400 Born in America cash awards, \$2,100 NEDA Breeders Sweepstakes.

For the second year Fall Festival had the entire HITS show grounds, and an already huge show jumped even bigger. We added a dressage ring, scheduling seven rings instead six as previously. Breed Show used one ring for a day and a half, then two rings Friday afternoon. We had use of the 1,100 stalls in the permanent barns. Again we had use of the six “Front Barns”, which filled quickly and several hundred stalls were also used in the “Back Barns”. In all w sold 759 stalls.

This year we continued the four day schedule. That gave the HITS staff two / three days to get the barns cleaned after their Marshall Sterling Finals which now finish the weekend before this show. We had rings set up Tuesday noon, utilizing manpower from Centerline Events. A first. This enabled competitors to ride in the rings all day Wednesday. Breed Show ran, contiguous with Dressage Show, on Thursday and Friday.

Entry was the strongest ever. We had 682 entries, up from 609 in 2012 and 665 in 2013. The show is clearly now dominated by the USDF Championships programs: 394 horses entered the USDF Region 8 Championship, up from 345 in 2013 and 324 in 2012; the Breed Show increased in horses to 78, an increase of 19 horses from 2013. The CDI was a perfect size, with mainly Canadian competitors, at 35 horses. The remaining 171 entries are Open show and non competes.

Full show program of 176 pages. 101 sponsors of all levels. We had 25 vendors, up from 19 in 2013. We added night watch to the Vendor area. Competitors party was Saturday evening. Its 2014 theme was: “Charlie Brown the Great Pumpkin”. We awarded the eight high point awards (coolers / book / ribbons) to the high scoring NEDA members. And we raffled off three new TV sets donated by Cunningham and Cunningham. And Red Sox tickets donated by Elite Equine.

Six days of beautiful weather, sunny and not too hot, from Tuesday thru Sunday.

NEDA VIP program was popular. We used the covered Pavilion on the berm between Ring 1 in the smaller stadium and Rings 2 and 3 in the larger stadium. VIP tables sold out, with 28 tables of reserved seating, with 10 reserved for show and Premier sponsors and 18 sold to spectators. We continued serving hot breakfast and lunch, with wine / cheese in the mid afternoon. Breed Show had a Competitor’s Party Thursday late afternoon, with announcement of Sweepstakes, Born in America and Futurity winners.

FEED-BACK FROM PARTICIPANTS AND MEDIA.

USEF sent an Assigned TD to “check us out”, something that is regularly done from time to time. This TD, as well as the regular TD, both gave us glowing reports. It has taken ten years to “get this show right”. Both reports had congratulations for our enthusiastic and efficient team of Volunteers.

We housed 26 Officials in the Diamond Mills Hotel in Saugerties, a top quality venue compared to our normal housing in Kingston. This move was enthusiastically received. Next year, we will have 15 rooms, and so only Judges will be in Saugerties. The renovations that have plagued the hotel in Kingston will be finished by then.

As for competitors, there were kudos from all directions. The Breed Show was in its own corner of the grounds, separated from the Dressage Show. Having use of all of the HITS stabling facilitated Breed Show competitors. Headquarters area was reserved for show management, with tents only for Volunteers and to post scores. Awards and Manager’s office were in the big two rooms in the boutique’s building. We added this year the big Office Trailer in the “Lower Grounds” in order to put show Secretary and Scoring near the rings, to save the Runners. We also posted scores next to the Office Trailer to bring competitors down to the Vendor area. This kept the areas where Regionals competitors were warming up quiet. Vendors were in the “lower” grounds, near the entrance to the VIP.

Similar to 2013, we uploaded scores as tabulated in the Office Trailer to the Fox Village servers in Seattle. Increasingly competitors are tracking scores with their smart phones, eliminated the trek across the grounds to check scores.

We were missing two NEDA regulars at this show. Carole MacDonald is looking toward a knee replacement and Sandra SanClemente was recovering from a fall. Carole organized a team of four photographers that covered the entire show and then, within a few days, had a new website with proofs.

All in all a top quality event.

RECOMMENDATIONS FOR THIS PROJECT IN THE FUTURE: NEDA is looking toward the future of Fall Festival.

Fall Festival is obviously a top quality event, with huge entry pressure. When the show started on Thursday 9/19 there were still 201 rides on the Wait List. This huge Wait List increases the workload on the Show Secretary and Stable Manager. We added a dressage ring in 2013, going from six to seven rings. There is mention of adding even more, but this management team refuses, due to the huge demands on the Fall Show Committee and the volunteer staff. None of us is getting any younger, and the future management of the show is being discussed.

The Regionals add huge demands on the show. We are forced to a huge number of warm up and gate Stewards, with gates to be opened closed as well as bits to be checked on each Regionals ride. The Awards for the Regionals require dealing with 15 cartons of jackets, cooler, baseball caps and ribbons pre show. Then the huge efforts of distributing ribbons and awards for over 1,500 rides at the show. And then inventory of leftovers post show, and shipping them back to USDF.

To say nothing of the confusion of running, during the show, 49 compulsory Awards Ceremonies: gathering the horses, finding bodies to pin them to eight places, providing a coherent a ceremony for each class.

The CDI forces us to 15 judges with expenses of providing three foreign judges, and five judges on each CDI class. Recent FEI requirements add three Level One stewards to the officials, with ensuing expenses.

There are side effects to all this. Manning the show out of the NEDA immediate area swells our hotel bill to over \$42,000, to say nothing of scheduling 50-70 rooms per night for volunteers, staff and officials. Transporting these staff and officials pushes our limo and shuttle services, between Albany 50 miles away and hotel 10 miles away, to over \$5,100.

Then there are complications of slipping 666 horses into stalls, among 10 barns, with all of the confusion that ensues. Especially when we overflowed the desired Front Barns and stabled 160 horses in the "Back Barns".

Database routines simplify volunteer, financial, stabling, and Patron record keeping as much as possible. The downside of this is that the volunteers handling these must be computer literate.

Show Management feels that the average competitor has little idea of the demands on the NEDA volunteer Show Committee to make this show happen. Most of the NEDA volunteer work force has a very busy life, with increasing employment demands that reduce available time for them to contribute to the show.

These demands are being considered!

2014 NEDA Fall Festival / Summary
PROFIT AND LOSS
 All Dates

	TOTAL
Income	
4480 Event Entries Revenue	
4482 Event Entries / Entries	393,118.00
4487 Event Entries / Refunds	(30,494.00)
Total 4480 Event Entries Revenue	362,624.00
4540 Event Misc Revenue	1,000.00
4570 Event Sponsors/Patrons Revenue	37,790.00
Total Income	\$401,414.00
Gross Profit	\$401,414.00
Expenses	
5150 Adm Financial Expense	24.16
5430 Event Awards Expense	
5431 Event Awards Ribbons/Trophies	6,538.51
5432 Event Awards Prize Money	19,225.00
Total 5430 Event Awards Expense	25,763.51
5450 Event Donations	5,000.00
5470 Event Financial Expense	11,048.88
5490 Event Facility Rental Expense	15,000.00
5520 Event Grounds Expense	47,162.28
5540 Event Hospitality Expense	29,376.01
5580 Event Misc Expense	0.00
5610 Event Office Expense	5,234.96
5620 Event Officials Expenses	
5622 Event Officials Fees American	33,070.00
5623 Event Officials Fees Foreign	8,100.00
5624 Event Officials Hotel	21,944.76
5625 Event Officials Limo Car Rental	3,988.78
5626 Event Officials Meals Misc	4,534.00
5627 Event Officials Travel	13,727.42
Total 5620 Event Officials Expenses	85,364.96
5640 Event Paid Staff Expense	
5642 Event Paid Staff Fees	29,794.00
5643 Event Paid Staff Hotel	7,314.00
5644 Event Paid Staff Meals Misc	4,985.00
5645 Event Paid Staff Travel	2,579.82
Total 5640 Event Paid Staff Expense	44,672.82
5660 Event Progam Expense	7,083.76
5680 Event Publicity	1,622.50
5720 Event Stabling Expense	13,387.00
5740 Event Stall Rental	52,920.00
5760 Event USEF / USDF / FEI	16,129.04
5780 Event Volunteers Expense	
5782 Event Volunteers Hotel	22,011.00
5783 Event Volunteers Meals	6,726.67
5784 Event Volunteers Misc	124.74
5785 Event Volunteers Gifts	921.84
Total 5780 Event Volunteers Expense	29,784.25
Total Expenses	\$389,574.13
Net Operating Income	\$11,839.87
Net Income	\$11,839.87

Monday, Nov 10, 2014 08:48:46 PM PST GMT-5 - Accrual Basis