



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

NEDA YEAR-END REPORT
 For: 2012

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): Paul Cormier / Jane Sheehan / Debra Carr-Kirk / Karin Swanfeldt and family / Norman Levin / Ellen Straus / Amy Bresky / Alexandra Dane / Paula Adelson / Phyllis LeBlanc / Kate OConnor / Diane Holston / Sandra SanClemente / Carole MacDonald / Linda Mendenhall / Kathy Hickerson / Christine Shea / Lois Yukins.	
PAID STAFF: Office Centerline Events / Awards Ceremonies Robert Higgins / Stabling Steve Schubert / Breed Show Chesapeake Events / Treasurer Carol Gordon / Announcers Nicho Meredith , Paul Eason and Cyndi Kurth.	
Then.... 15 Judges plus FEI Vet and 2 FEI Stewards, 2 TDs.	
DATE OF PROJECT: 9/13-18, 2011	ATTENDANCE: Approx 2,000 on grounds
NUMBER OF VOLUNTEERS: 125	NUMBER OF HORSES: 609 total (32 in CDI / 324 in Regionals / 85 in Breed Show)
COSTS: @ \$325,000	REVENUE: \$331,763 NET PROFIT: Approx \$6,000

BREIF DESCRIPTION OF PROGRAM: 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.

This year we shortened the show to four days, starting on Thursday morning instead of Tuesday noon. That gave the HITS staff two / three days to get the barns cleaned after their Pfizer Million show which finished the weekend before this show. The manure problems of 2011 were non existent in 2012. This also eased the demands on the volunteer staff. Breed Show ran, contiguous with Dressage Show, in one ring on Thursday and Friday. This move, for the most part, was well received. Although there were some conflicts with a few horses attempting to compete in both the dressage and breed shows.

Entry was the strongest ever. The show is clearly now dominated by the USDF Championships programs: 324 horses entered the USDF Region 8 Championship; 87 horses entered the USDF Breeders New England Series Qualifier and Finals, up 34 horses from 2011. The CDI remains steady at about 30 horses. The remaining 178 entries are Open show and non competes.

For the first time at HITS, we had use of one of the Front Barns. We designated it for Breed Show horses only, as they have the problem of leading young horses back and forth to the Breed Show. We also provided parking for Breed Show drive ins, next to the Breed Show. These two factors swelled the Breed Show this year.

Full show program of 176 pages. 106 sponsors of all levels. 29 vendors, a record number for this event. Competitors party Saturday evening, featuring Masquerade Contest (\$100 to winner) and Golf Cart decorating contest (another \$100 to winner). Six days of beautiful weather, sunny and not too hot, from Monday to Sunday for set up and for the event.

NEDA VIP program was popular. 27 tables of reserved seating, with 10 reserved for show and Premier sponsors and 17 sold to spectators. VIP tent was expanded to 170' x 20'. This year we served 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.

As for competitors, it was a very busy event and most enjoy the championship atmosphere, although there were the usual complaints of NEDA competitors stabled in the “back barns”. This year we marked a route for NEDA competitors behind the Grand Prix Arena, avoiding the Marshall Sterling traffic at the in gate to the Grand Prix Arena.

Footing and stabling are first class in this facility, once barns are cleaned. There were no footing complaints except for lack of watering one or two days in the Ring 1 warmup. The HITS staff did have the stalls cleaned for Tuesday evening arrivals, but with delays on the huge number of shavings pre orders.

There were complaints from competitors in two of the rings, holding both Open and Regional Championships classes, that their horses were disturbed by the Breed Show competitors competing about 80’ away, on the far side of the berm which is about 5’ tall. The Breed Show has always run contiguous with the Dressage Show on Thursday morning, but this year it ran all day Thursday and Friday. Breed Show competitors have coped with their horses being distracted by the “bobbing heads” of dressage competitors, visible over the top of the berm.

But, for the first time this year several Dressage Show competitors horses were distracted by the cavorting of the Breed Show competitors. They also mentioned the cracking of whips. This problem is easily solved in one of two ways. The Breed Show warm up and competition arena can be switched, moving the competition area several hundred feet away. Or, putting a line of the HITS white picket fencing along the top of the berm to block visual distraction between the two areas.

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

In the future, it is hoped that eventually NEDA can have the HITS facility to itself, not share with the Marshall Sterling finals. When NEDA came to HITS in 2005 Marshall Sterling was a small event, with 250 horses starting competition on Friday noontime. Marshall Sterling has now grown to 600 horses and they start their competition on Wednesday. This puts a lot of pressure on the HITS staff, to prepare the grounds for two big events starting the same time.

HITS , in September 2012, offered NEDA use of the grounds alone if NEDA moved the show a week later in the month. This option is being explored.

Another problem is 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, 37 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 12 / 13 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. The CDI adds another 12 Awards Ceremonies to be held.

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 600 horses into stalls, among 10 barns, with all of the confusion that ensues. Database routines simplify this project as much as possible.

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!