



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

NEDA YEAR-END REPORT
 For: 2013

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 Scribes / Fie Andersen Officials / Jennifer Anttonen Volunteers Database / Amy Bresky Stewards / Debra CarrKirk Volunteers Advisor / Paul Cormier Grounds / Jane Sheehan Vendors / Lee Cullen Graphics / Alexandra Dane Awards / Kathy Hickerson Breed Show / Diane Holston VIP / Beth Jenkins Manager / Phyllis LeBlanc Sponsors / Carole MacDonald Photographers / Linda Mendenhall Grounds Breed Show / Kate OConnor Grounds / Elaine Rose Breed Show / Sandra SanClemente Awards / Meghan Shannon Para / Christine Shea Sponsors / Jane Sheehan Vendors / Sue Storbeck Patrons / Ellen Straus Stewards / Karin and Daniel Swanfeldt VIP / Helen van der Voort Volunteers / Lois Yukins Officials	
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: 9/19 - 22, 2013	ATTENDANCE: Approx 2,500 on grounds
NUMBER OF VOLUNTEERS: 117	NUMBER OF HORSES: 665 total (46 in CDI / 347 in Regionals / 59 in Breed Show)
COSTS: \$363,300	REVENUE: \$378,700 NET PROFIT: Approx \$15,400

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.

For the first time at HITS, Fall Festival had the entire 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. A first for us, as previously we had use of the less desirable "Back Barns" because Marshall Sterling competitors had use of the preferred "Front Barns". NEDA competitors had, before 2013, been forced to wend their way to Fall Festival competition rings through a sea of Marshall Sterling competitors and golf carts.

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 665 entries, up from 609 in 2012. The show is clearly now dominated by the USDF Championships programs: 347 horses entered the USDF Region 8 Championship, up from 324 in 2012; 59 horses entered the USDF Breeders New England Series Qualifier and Finals, down from 87 in 2012. For the first time we had a CDI wait list. Ultimately, 46 CDI horses competed. The remaining 201 entries are Open show and non competes.

Full show program of 176 pages. 99 sponsors of all levels. 19 vendors (down from 29 in 2012), housed in everything from tractor trailer to 10x10 tents. Competitors party was Saturday evening. Its 2013 theme was: "Follow the Yellow Brick Road to the Emerald City. Totos and Dorothies were featured in the Golf Cart decorating contest and Best Dorothy contest (another \$100 to winner).

Six days of beautiful weather, sunny and not too hot, from Monday to Saturday, then rain over night and cooler on 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.

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, Secretary and Manager's office were in the big two rooms in the boutique's building. This kept the areas where Regionals competitors were warming up quiet. Vendors were in the "lower" grounds, near the entrance to the VIP.

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!