



The May 18th Board of Governors meeting was at the USPC National Office in Lexington, KY.

Upcoming National Events

Championships East 2019 July 24 - 28 at Tryon International Equestrian Center, Mill Springs, NC.

Championships Central 2019 August 5 - 9 at the Colorado Horse Park, Parker, CO.

Championships Central Eventing August 9 - 11 in conjunction with Spring Gulch Horse Trials, Littleton, CO.

2020 Equine Symposium & Convention hosted by USPC will be held January 29 - February 2, at the Hilton Seattle Airport & Conference Center, Seattle, WA, in the Northwest Region.

Festival 2020 July 13 - 20, Kentucky Horse Park, Lexington, KY.

General Comments

Comments from President Ben Duke

It has been a busy winter and spring since our Annual Equine Symposium and Convention in Stamford. Once again, I would like to thank the many volunteers and Pony Club staff that put together such a successful and energizing event, despite the Polar Vortex temperatures.

Since January, I had a very rewarding visit to the St. Croix Pony Club. The members, the instructors, the land owners, and the families all were very welcoming, and I came away energized by the fact that Pony Club so effectively develops young riders, fosters and encourages incredible leadership, and serves a community in a way few other organizations can. The stability of this far-off USPC outpost is the result of dedicated leadership and a quality Pony Club curriculum and program. I am returning to St. Croix next February!

As we get ready for the 2019 Championships, it has been great to see the unfolding of exciting new models, procedures, and rulebooks, all clearly focusing on our members, the Pony Club experience such competitions engender, and the fact that Pony Club is always an organization looking forward with enthusiasm and vision. I am thinking our Pony Club families will appreciate and embrace these changes.

Through this, it has become apparent that Pony Club has a storied history we need to share in this, our 65th year. I am encouraging us to share these success stories about our programs, competitions, and mission in as many ways as possible...in our publications, on Social Media, at the 2020 Equine Symposium and Convention, and more.

We need to remember to make things simple and efficient for our members and volunteers. We should be able to move as many members (especially youth) through our program. The majority of members should be able to attain a C-3 certification. We also need to focus on retention and

education for our volunteers. Excellence is attainable; perfection is not.

Again, this year, I was fortunate to be able to attend the recent Land Rover Kentucky Three-Day Event. As ever it was spectacular but most rewarding of course, was to see the many Pony Club member volunteers, to cheer on the Pony Club teams in the Prince Philip Cup Games competition, to marvel at the Pony Club quadrille exhibitions, and, maybe best of all, was to participate in the amazing course walks of both the Grand Prix Jumping and Three-Day Stadium Jumping courses arranged for ONLY Pony Club members by Erin Woodall and her team.

Finally, once again, I want to thank each and every Board and Advisory member for the dedication, support, and expertise you demonstrate throughout the year. In addition, our remarkable and talented staff in Lexington not only supports our efforts but also guides us and implements exceptional opportunities throughout the Pony Club organization.

Comments from Executive Director Teresa Woods

Since the 2019 Board of Governors meeting, it has been a busy and productive time for Pony Club. The National Office has undertaken many projects and explored several opportunities to continue simplification, operational efficiency, and financial sustainability while maintaining relevance and leadership in the equine educational sphere.

EQUITANA USA

In the fall of 2020, will be at the Kentucky Horse Park. I attended a meeting last fall with Kentucky Horse Park officials and Reed Exhibitions (EQUITANA USA event organizer) that led to a collaboration agreement between Pony Club and EQUITANA USA. The collaboration will provide visibility and opportunities to showcase Pony Club. As part of the agreement, our members will have the chance to receive early information about EQUITANA USA directly through Pony Club. The Educational Display and Shop Pony Club will be in the Trade Fair all three days of the show.

Time to Ride

Time to Ride, which is a program of the American Horse Council's Marketing Alliance, is introducing a new program designed to introduce school-age children to horseback riding and horse care in a safe, welcoming environment. The goal is to familiarize school-age children with horses through an initial series of lessons that include basic horse care as well as riding.

Barns and instructors meeting the program's standards will be designated Time To Ride Program Facilities and be given marketing tools, techniques, and assistance to help in reaching out to their local schools, youth groups, recreational departments, and similar organizations to provide a set of six to eight introductory lessons.

Facilities selected for the pilot program will be able to register for a complimentary Professional Membership from United States Pony Clubs, free Fan Memberships from US Equestrian, discounts on

purchases from Certified Horsemanship Association, Troxel Helmets, Weaver Leather and more.

Being part of an industry-wide initiative to promote horses, horseback riding, horse ownership and growth and sustainability in the horse industry is an important role for Pony Club. In addition, this pilot program will provide the opportunity to introduce Pony Club, the Professional Membership and educational resources to instructors and potential new members.

Pony Club Review Group

The Pony Club Review group launched the Impressions of Pony Club survey several weeks ago. When the survey closes, Dr. Lori Garkovich will then collate the results of the survey and the interviews, highlighting the ranking of perspectives and report to the Board with recommendations in the fall.

Database/Website Projects Completed:

- “Traditional” to “Eventing”: The relabeling of the “Traditional” Certification to “Eventing” has been completed in the database and on the website pages.
- National Examiner (NE) Availability: From their personal testing page, NEs can now indicate their availability to test during the year. They may update their availability throughout the year. During the busy summer testing months, this will help in identifying NEs who can fill in at a test at short notice.
- Horsemasters (HMX) and Youth Participating Membership Consolidation: References that highlight “Horsemasters” as a separate membership type have been removed from the main website (example: The Horsemasters Certification page) and from the club/center and region online records and reports. Additionally, the consolidation of HMX and Youth earned certifications is complete.
- Regional Supervisor (RS) Championship Competition Eligibility: RSs may now mark the members in their region who have completed a rally that would fulfill the competition eligibility requirement to attend Championships.

Database/Website Projects in Progress:

- Championships Individual Registration and new RS Team Formation from submitted registrations.
- New Member Application Online Process through DocuSign.
- Website tools allowing us to set up social media tags for our web pages and giving us access to maintain our pages titles, landing page pictures, and introductory text on form pages.

Staffing

In March, Lauren Kundert joined Pony Club accepting the position of Fundraising and Marketing Specialist. Lauren comes to Pony Club from Berkshire Hathaway Homestate Companies where she served as an Audit Analyst. Prior to Berkshire, Lauren worked as a financial/fundraising consultant and the Deputy Finance Director for the Nebraska State Gubernatorial Race.

Report of VP of Instruction

The Instruction Council is working on several projects brought forth to the Board from the National Youth Congress (NYC) during the Equine Symposium and Convention in Stamford, CT.

- Horse Management Only Track
- Differently Abled
- Leadership skills in the Standards of Proficiency (SOP)

The United States Dressage Federation (USDF) will be hosting two of the three Instructor Certification Program Workshops. USPC will be hosting the teaching workshop scheduled for June 24-25, 2019.

Festival 2020 – Festival education conference calls will begin soon. Connie Jehlik, Instruction Director, is working with the Festival Education Committee on a clinicians list along with looking at a different schedule and programs process.

The Eventing Standards of Proficiency are currently in revision. The National Testing Committee is considering the possibility of C-3 through A Eventing candidates be given the option to test just the Horse Management / Flat portion of the test on one date and the jumping portion on another date (if they choose that option). This would not be implemented until 2020.

Report of VP of Activities

The Board approved the following:

- Certified C-3, B, H-A, and A members wishing to compete at Championships, do not have to become eligible at a regional rally but must have the permission of their Regional Supervisor (RS), and any additional criteria specified by the discipline.
- All disciplines that allow coaches (not Quiz) that competitors at a rally can also coach with the following conditions:
 - Must be 18 years of age as of January 1 of the competition year.
 - No scheduling changes to accommodate.
 - Own competitor's responsibilities and mount's care always takes precedence.
- The foundations of two new rulebooks: Gymkhana and Western Dressage.

Championships East will be held at Tryon International Equestrian Center in Mill Springs, NC, July 24-28, 2019. Championships Central will be held at the Colorado Horse Park in Parker, CO, August 5-11, 2019. Festival will be held at the Kentucky Horse Park on July 13-20, 2020.

Championships Updates

Debating at Championships East and Central will be the Championships Member Showcase, which will highlight all nationally certified members who are competing at Championships. This idea came from the 2019 National Youth Congress and USPC's members.

The Championships entry process underwent several changes. Webinars will begin in the next two months focusing on "How to Register for Championships" and "What to Expect at Championships".

The Championship Guidebook underwent a massive content and visual transformation and is now available electronically starting on page 29 of the current Pony Club News.

International Exchanges in 2019

USPC will be hosting the International Mounted Games Exchange in 2019 with the final competition being in conjunction with Championships Central. The team has been selected:

Lena Bruno – Carolina Region
Brynn DeLong – South Region
Brianna Philipp – Northwest Region
Natalie Tanski – Sunshine Region
Kali Walker – Sunshine Region
Allison Thomas – Team Manager, Sunshine Region
Katie Robertson – Team Coach, Midsouth Region

In addition, a team will travel to Hong Kong in 2019 to participate in the Inter-Pacific Exchange. The team has been selected:

Ella Groner – Maryland Region
Ema Klugman – Capital Region
Cooper Madden-Hennessey – New York/Upper Connecticut Region
Kaylee Van Winkle – Tri-State Region
Janna Rittaco – Team Manager, Carolina Region
Nicole Ligon – Team Coach, Eastern Pennsylvania Region

Report of VP of Regional Administration

The Document Review Committee is reviewing, updating, and reformatting the information from the District Commissioner (DC) Guidebook.

The Leadership Education and Support Committee is reviewing, updating, and reformatting the information from the Regional Supervisor (RS) Handbook

The Membership Committee is identifying specific areas of concern for membership recruitment and retention.

The Riding Center Task Force presented a new process for the formation of Riding Centers. This new process simplifies the steps required of the applicant and removes the burden of a site visit from the Regional Supervisor (RS). Implementation of the new formation process to begin before the end of the year.

National Youth Board (NYB)

The focus of the NYB Board for 2019 is to increase USPC member engagement; generate new innovative and modern ideas; connect with the USPC members at large, and Maximize NYB recognition.

The Upper-Level Committee is working on the following:

- A film competition with two categories - General Pony Club and Upper-Level Education. The NYB will present an award during the Saturday night banquet at the 2020 Equine Symposium and Convention in Seattle, WA.
- Promotional videos are being developed which feature interview style content as well as NYB project or NYB action related content.
- Upper-Level Networking Platform – idea for Upper-Level members across the country to come together and collaborate on middle ground (e.g. Horse Management and Certifications).

NYB Committees

The Regional Youth Board Committee will host an ice cream social instead of a workshop where RYB members can collaborate and for others to learn more about Regional Youth Boards through games.

The Service Committee is gearing up for the month of service in August. Through stronger marketing and promotion, the committee hopes to reach more members about the month of service along with the help from the Regional Youth Boards to promote it regionally.

The Marketing Committee is working on a more active Facebook page to draw attention to the NYB's initiatives along with a LinkedIn Account and Instagram account.

Pin Promise Committee - Several NYB members were present during the Land Rover Three-Day Event where they spent the time talking with riders, getting signings and photographing USPC members around the Kentucky Horse Park.

Board Committee Highlights

Safety: The Activities Department requested the committee to review the Gymkhana and Western Dressage Rulebooks.

Finance: USPC is above budget in total revenue and below budget in total expenses for April 2019. Investment Activity had a gain for the month of April at \$121,054.

Centralized Financial Report System (CFRS) update – approximately a one-fourth of the clubs/regions are non-compliant in filing year-end financial information. Karen Clark, Director of Finance, will work with individual clubs/regions to help them file the 2018 reports in the acceptable format and help them move forward with using the CFRS.

The Treasurer's Guide is currently being reviewed for updates as it was written prior to the CFRS. With the help from two National Youth Board Members, Lily Huvall and Devyn Hinkle the Treasurers Resource page on the website is being updated to help make it easier to provide resources to treasurers.

Strategic Planning:

After the Impression of Pony Club survey is closed and the interviews have concluded Dr. Garkovich will present her findings to the Board at the October meeting. After her finding, this will guide the committee forward

Marketing & Communications:

USPC staff attended several events this year including the American Camp Association (ACA) national convention in February, Land Rover Three-Day Event in April, Interscholastic Equestrian Association (IEA) Hunt Seat National Finals in April, and the IEA Dressage Finals in April. Upcoming promotions include the IEA Western National Finals in June, and FFA in Indianapolis, IN, in November that includes a teacher presentation.

ShopPonyClub - There are three newly designed Pony Club C4 belts; one is designed to help with the International Exchanges for fundraising efforts. New “Exhausted” raglan style t-shirts are now available with the following wording –“Rockin’ the Exhausted Pony Club Life” or “Rockin’ the Exhausted Pony Club Volunteer Life”.

A Commitment to “Safety Through the Years” was designed for the first annual Horse Industry Safety Summit, which was held in Lexington, KY on April 23. It is available [here](#) and can be shared on online.

Development:

The goal for 2019 is to increase percentages of giving in all areas- individuals, clubs, centers and regions. The total Annual Fund goal for 2019 is \$217,600. Remember that USPC is a 501 (c) (3) tax-exempt organization when soliciting for donations.

Celebrate 65 Annual Fund Campaign. Through the generosity of the Manton Foundation, USPC has received a \$32,500 Matching Grant to support USPC educational programs. The Manton Foundation will provide a 1:1 Match of all gifts up to \$32,500 to reach \$65,000 towards Pony Club’s Celebrate 65 Annual Fund Campaign. Be on the lookout for more information in the coming months on how you can help celebrate USPC’s 65th Birthday!

Shapley’s Grooming Products is the 2019 Official Grooming Product and Triple Crown Nutrition is the 2019 Official Feed Sponsor of The United States Pony Clubs, Inc.

Star Stable, which is an online horse adventure game, is USPC’s newest Corporate Partner. Star Stable is played in more than 180 countries with nearly 15 million registered users worldwide. Star Stable allows players to dive into the joys of horse-riding, education, and adventure in 3D.

Volunteer Development:

The committee had initially recommended teaming up with the United States Equestrian Federation (USEF), to provide the US Center for SafeSport Training for our leaders and volunteers, however, after more research; it was identified that we would not be able to integrate the data from the USEF database to the USPC database.

After the various phone and email conversations about Member and Volunteer Protection, a decision was made to work directly with the US Center for SafeSport Training as they can provide PUSH API

(Application Programming Interface) integration with USPC's database. Integrations are done twice a year, with the next integration around November 2019. This is a little further out than initially planned but this allows for a proper rollout for our volunteers.

USPC will accept proof of completion of the US Center for SafeSport Training via USEF or any other organization that requires the training.

Governance:

The committee was tasked to review all policies with the goal of simplifying and clarifying the following – what are policies, what are procedures, and what can be eliminated. The following policies have been eliminated as they are handled by the National Office Staff:

- 1050 – Board of Governors – Administration and Conduct of Meetings
- 1050.A - Form for Agenda, Board of Governors Meetings
- 1900 - National Office Administration
- 7100 - Grants

The following policies have been revised:

- 9200.B – Name and Trademark Use
- 0800 – Safety
- 0910 – Equine Safety
- 1400 – Equine Symposium & Convention Committee
- 1800.B – Founders Award
- 7325.A – Peer Review of Club and Region Accounts and Finances
- 8000 – Regional Administration Council
- 9200.B – Name and Trademark Use

For all updated and revised Policies and Resolutions, please visit the [website](#).

Report of the Equine Symposium & Convention Committee

The 2020 Equine Symposium & Convention will be at the Hilton Seattle Airport & Conference Center, Seattle, WA, January 29 - February 2.

The 2021 Equine Symposium & Convention will be held at the Marriott St. Louis Grand Hotel, St. Louis, MO, January 27-31.

The Board approved the 2022 Equine Symposium & Convention to be held at the Norfolk Waterside Marriot, Norfolk. VA, January 26-30.