

Compliments of Hodges Badge Company, Inc.



# HORSE SHOW

## *Planning Guide*



## **YOUR OPINION MATTERS!**

Please help us improve the Hodges Badge Horse Show Planning Guide by answering the following questions.

**Our Industry is continuously changing so if you notice any outdated information or any information we neglected to mention, please bring it to our attention.**

What can we do to make this guide more informative?

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How can we make it easier to read and understand?

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Are there any groups/disciplines that we left out or we need to expand upon?

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What are your suggestions or tips on running a successful event?

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What comments or suggestions do you have for us to improve this item?

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**Thank you for your opinion!**

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**Your time is valuable and we sincerely appreciate your assistance.**

**Please return to:**

**Hodges Badge Company, Inc.**

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**Portsmouth, RI 02871**

**Or**

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**HORSE SHOW TIMELINE**

**ORGANIZING THE SHOW**

**HEALTH, SAFETY AND ETHICS**

**SHOW PERSONNEL**

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**FORMS, CHECKLISTS, SUPPLEMENTS**



## INTRODUCTION

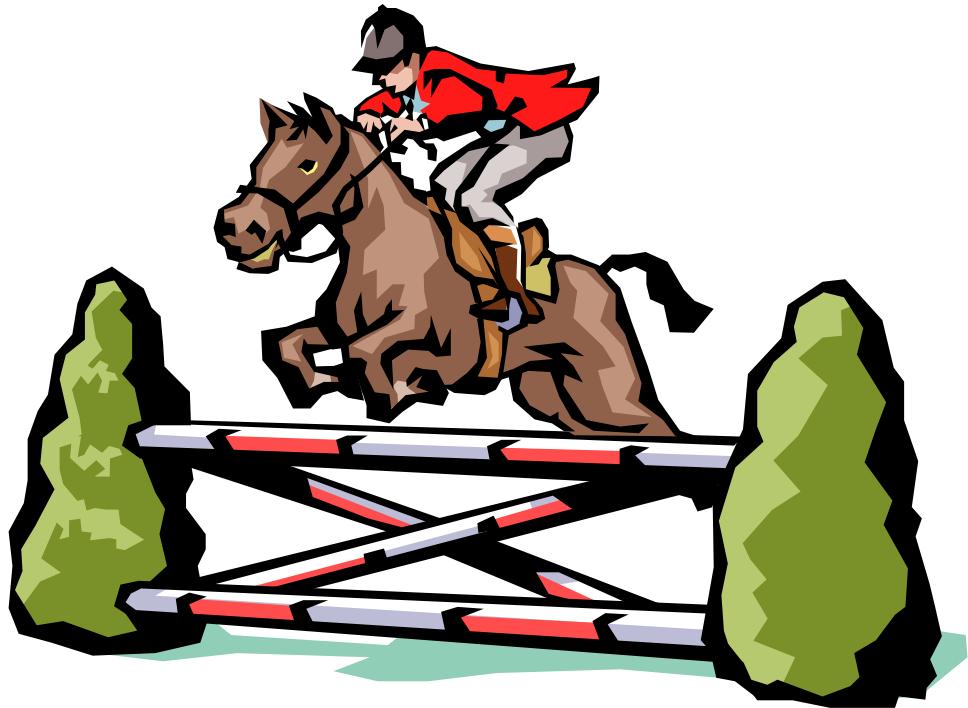
Welcome to the world of horse show organization and management! Whether you are a riding instructor, barn owner, manager, or club member, running a horse show can be a fun and rewarding opportunity. We, at Hodges Badge Company, have been involved in equestrian events since the 1930s, and are pleased to share the tips and information we have gathered over the decades to help you on your way to a successful show.

In planning your show, you first must decide how it will stand out from all the others in your area. Participants sometimes have half a dozen event options within easy traveling distance on any given weekend; what would attract them to your show?

Competitors need some incentive to choose an event. Offering something unique, such as name recognition, points toward a title or award, a pleasant location or facility, outstanding judges, a variety of or specific classes, excellent footing and good courses, distinctive prizes and ribbons, a show series with year-end awards—or a combination of several of these incentives will make your event more appealing .

However, the most successful ways to keep competitors coming to your show is to maintain enthusiasm, show appreciation for your exhibitors, have a safe and clean facility and good footing, and accurate judging and scoring. By providing these details for your event(s) and remaining organized, your event(s) should thrive.

Please keep in mind that these are general suggestions offered to assist you in planning your show, and they should be modified appropriately for your particular circumstances. They are by no means inclusive of all planning issues that may pertain to your particular event, and they should not be construed as creating or limiting any legal duty to you, your show, or its participants. Hodges Badge Company, Inc. is not liable for any claims arising from any aspect of your show.





# HORSE SHOW TIMELINE



## 18 MONTHS TO 1 YEAR AHEAD

- Hire judge(s) and send out contract(s), make necessary contractual arrangements
- Work on information to sell your show to potential sponsors
- Establish and secure the date(s) for your event
- Prepare an expense and income statement for the show

## 1 YEAR TO 6 MONTHS

- Organize a planning committee and management committee. Depending on the type of event, the committees may include the following:

A Manager, Secretary, Stable Manager, Course Designer, Advertising/PR Agent

- Designate responsibilities
- Establish a budget and location
- If the event is club affiliated, obtain membership, sanctions and complete necessary paperwork
- Obtain club/association's mailing list and update your mailing list to include any area barns or riders who may not be a member of your riding club or association
- Establish and implement an advertising plan
- Write show announcements, (press releases); send to long-lead publications (monthlies, quarterlies)
- Mail event announcements
- Obtain insurance and required licenses, (food, etc.)
- Choose the classes that are to be offered and consider age, breed and disciplines, as well as the fees and awards
- Arrange for medical personnel to be present during competition, check with your local fire department for EMT paramedics

## 5 MONTHS AHEAD

- Create and print a prize list, time table, entry blanks and rules
- Order ribbons, trophies, medals, prizes, competitor numbers, and I.D. badges

*At Hodges Badge Company, we offer all of the above items for an array of budgets. Most of our products are customizable: You can have your custom logo in color on your rosettes and medals. Engrave your logo on our silver prizes and our line of specialty prizes - Symbols of Success*

- Enlist staff:
  - Depending on your event needs, your staff may include the following:  
A veterinarian, Farrier, Jump Crew, Announcer, Ring Master, Ring Stewards, Gate Attendant, Schooling/Warm-up Manager, Scorers, Parking Staff, Set-Up/Clean-Up Crew, Stable Maintenance Staff, General Maintenance Staff
- Arrange for food concessions and bathrooms
- Make list equipment needed and arrange for their use, (Equipment may include P. A. Systems, 2 way radios, jumps, tents, barrels, poles, tractors, golf carts, etc.)
- Plan and secure decorations for the rings and competition grounds
- If necessary, plan and arrange entertainment for break in the program
- Mail prize list
- Mail information packet to the judges (include a confirmation letter, directions to show, name and number of contact for show, rules, class list, course design)
- Plan the event layout (rings, schooling area, stabling, parking, concessions, etc.)

## 2 MONTHS AHEAD

- Create an inventory check list and begin checking items off
- Obtain mailing labels and postage for post event paperwork
- If necessary, arrange for accommodations at a hotel for judges and staff
- Print forms/schedules/releases
- Obtain judges cards and class sheets \**At Hodges badge Company, we offer a variety of Score Cards and Judges' Forms, as well as Class Entry Forms, Add/Scratch pads and Championship Charts*
- Confirm event officials and staff
- Verify that food concessions, bathrooms and equipment have been secured
- Plan the traffic flow on the property; that is, are the schooling rings and competition rings easy to access from stable area? Will vehicle traffic interfere with horses? In general, does the overall foot traffic flow nicely form each area of the competition site? When planning the traffic flow for horses, people and vehicles, it is important to consider safety and health
- If necessary, secure electricity, fresh water and phone lines

## **2 WEEKS AHEAD**

- Test P.A. system and 2-way radios, as well as phone lines if necessary
- Assign staff duties and hold training sessions if necessary
- Coordinate emergency plans with medical staff

## **WEEK BEFORE SHOW**

- Prepare show grounds (temporary fencing to direct traffic, lawn maintenance, etc.)
- Recheck inventory and sources of materials (clipboards, tables, chairs, etc.)
- If applicable, have the course designer work with the jump crew to set-up the course(s)
- Determine the working order of classes
- Designate parking areas if necessary
- If applicable, have the Stable Manager coordinate delivery of bedding and feed, as well as assign stalls and turn out areas to competitors
- Prepare footing in rings and designate them with temporary fencing if necessary
- Tour the property to check the traffic flow and make adjustments if necessary

## **DAY BEFORE SHOW**

- Set up secretary's booth, judge(s) booth(s), first aid area, shade area, announcer's stand, and concession stand
- Ensure that footing in all rings is raked and in optimum condition
- Put up directional signs, to the show, stable area, parking, secretary's booth, etc.
- Prepare judges cards
- Obtain petty cash
- Decorate the competition grounds

## **DAY OF SHOW**

- Be sure to arrive at the show grounds early
- Start of warm up
  1. Assign gate attendant at each ring
  2. Manager, steward, secretary, and EMT on duty
  3. Turn on P.A. system, distribute 2-way radios
  4. Put lights on if needed
- Hour before show starts
  1. Post courses/tests and/or class order near gates
  2. Give course/test cards to judges, as well as judging cards
  3. Announce when show will start
  4. Open food concessions
  5. Ribbons to rings
  6. Outline announcements and give to announcer

7. Check on arrival of staff
- During Show
  1. Check fence heights and course changes, if necessary
  2. Take care of official's needs and comforts
  3. Keep classes moving
  4. Monitor entries to fill or combine classes

## AFTER THE SHOW

- Mail paperwork to club affiliation if necessary
- Write and send winners' announcements, press releases
- Provide "Thank-you" notes for all show staff and sponsors
- Complete the income/expense statement for the show; analyze the statement and complete an evaluation report, (include successes, failures)
- Hold staff meeting to evaluate show with suggestions for improvement
- Take an inventory of left over supplies then pack and label them for the next show *\*At Hedges Badge Company we supply our customers with a convenient Rosette Inventory Form, which can be found on our website, [www.hedgesbadge.com](http://www.hedgesbadge.com). We also offer a Re-Dating Program for left over ribbons. Just send us the Rosette Inventory Form and we will send center streamers with the new dates, please see our website for details.*
- Break down course, secretary's booth, etc.
- Take down signs for show
- Remove garbage and portable toilets

## 2: ORGANIZING THE COMPETITION

The keys to a successful event are organization and planning. Most shows begin their preparations one year in advance by answering five basic questions that are crucial to the planning of your event:

- **What** type of a competition will be held?
- **When** will the competition be held?
- **Where** will the competition be held?
- **Who** will organize the competition?
- **What** is the budget for the competition?

These questions serve as the building blocks of any type of show.

### WHAT KIND OF SHOW?

If your particular club or organization offers a specific style of riding, then chances are you will be running that type of show. Choose a style of show that is familiar to you or someone in your organization. Be sure to familiarize yourself with the rules and regulations of the governing organization. Most clubs and organizations have their rulebooks online or you can call to request one be sent to you.

There are many types of disciplines in the equestrian world. Your event will be based on one or several of these disciplines. Some examples are:

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|---|---|
| <ul style="list-style-type: none"> <li>• Hunter</li> <li>• Jumper</li> <li>• Hunt Seat Equitation</li> <li>• Dressage</li> <li>• Reining</li> </ul> | <ul style="list-style-type: none"> <li>• Driving</li> <li>• Eventing</li> <li>• Saddleseat Equitation</li> <li>• Endurance</li> <li>• Western Pleasure</li> </ul> |
|---|---|

Competitions can also be based on breeds, such as:

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|--|--|
| <ul style="list-style-type: none"> <li>• Appaloosa</li> <li>• Connemaras</li> <li>• Quarter Horses</li> <li>• Hanoverians</li> </ul> | <ul style="list-style-type: none"> <li>• Welsh</li> <li>• Paint</li> <li>• Arabian/Half-Arabian</li> <li>• Morgan</li> </ul> |
|--|--|

Each of these breed associations has a rulebook that includes guidelines for the breed and for specific classes.

Multi-discipline/breed events can be fun for all riders, regardless of discipline/breed. These shows are often referred to as schooling shows, open shows or pleasure shows. Many 4-H shows incorporate multiple disciplines and breeds into one event.

In these types of competition, you can offer an array of classes, for instance:

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|---|--|
| <ul style="list-style-type: none"> <li>• Walk-Trot</li> </ul> | <ul style="list-style-type: none"> <li>• Western/English Pleasure</li> </ul> |
|---|--|

- Green Conformation Hunter
- Non-Pro Yearling Colts
- Green Reiner
- Junior Equitation Over Fences
- Open Halter
- Leadline Suitability
- Junior 3 Barrel
- Three Year Old Fillies

Classes can be broken down by the age of competitor and/or horse, the ability of competitor and/or horse, such as juniors, novice, Green, etc.

You can also create your own divisions that may not be recognized for points by the national association. At a hunter show there could be Long Stirrup for adult beginner riders, for example, or at a jumper show you could have a class for horses and/or riders just starting out, such as an 18" jumper class.

In addition to identifying familiar or popular styles, sometimes it is smart to find a "forgotten" niche of riders such as pleasure riders, trail riders, adult riders, and the like. A cooperative effort between local clubs can be quite fun and can even turn into a series of shows with year-end awards presented by the clubs in a spirit of camaraderie.

Remember that *you* are planning *your* show. You can come up with classes that are most appropriate for the people who will be attending or make the classes attractive to persuade people to come to your show. Whatever style you choose, be aware of the:

- Rules of your type of show
- Judges who are familiar and experienced with the type of show
- Popularity of discipline in the area where the event will take place
- Equipment/facilities necessary for your type of show (for example, a reining event needs sand rings, whereas a 3-day event needs open country, as well as rings)

For rules on your type of show contact your national/governing association or US Equestrian Federation, USDF, USEA, USHJA, NRHA, AQHA. Ask for a copy of the rules or a handbook.

Once you have decided what type of show you will be having, you will need to create a class list and determine the equipment needed.

### WHEN WILL IT BE HELD?

Your next challenge is to pick a date. This can be trickier than you might think, as there are many factors to consider. Choose a ballpark date and have several other dates in mind when juggling schedules for judges, staff, and volunteers as well as availability of facilities. Determine which shows are being held on your intended date or around that date in your area. (Hint: Make use of literature posted in tack stores or the published schedules of events in your local/regional equine publications and newspapers. Many events have an online schedule.) You do not want your date to overlap that of a large show that may prevent many people from attending. Many organizations require that you submit a date application, as veteran competitions may have the same dates reserved for many years.

Arranging dates ahead of time avoids potential extra mailing costs of class lists. It also ensures, as much as possible, that your officials will be available. If you are running a

rated event, however, you will need to contact licensed officials well in advance to find one who is available to work on your date. Most horse shows are held during the weekend. Those that operate as week long shows are usually held from Wednesday through Sunday.

What will you do in case of inclement weather? Will you hold the show “rain or shine” or reschedule it for the next day or the next weekend or two weeks later? This is an important consideration, especially if you are renting a facility. Many places will allow you to reserve a rain date, if and when the facilities are available. Be sure to ask and plan for the worst. Also important when planning the rain date is availability of your judges, officials, and other staff needed to put on the show. Many events are held rain or shine (unless the weather is dangerous) to avoid the difficulties of rescheduling.

### WHERE WILL IT BE HELD?

If you have use of a facility, then you are already one step ahead of the game. If you do not have a facility readily available, you have several options. It is important, however, to look at the geographic location of your potential exhibitors and place your show centrally located to them.

You may ask at local barns if they will rent their facilities out for the day. Normally they want a fee or a percentage of the profit for the day.

Another option might be a fair ground or state park. Contact your local fair board, county extension agent (4-H), or your Department of Parks and Recreation. Many of these sources have sites suitable for horse shows available for a nominal rental fee--you may be surprised at how affordable this can be. Be advised that state-owned property requirements are usually strictly enforced. Should you choose this method, be sure to attend any and all scheduling meetings and be sure all paperwork is in order. You do not want to be shut down on the day of your show because of a minor detail, or due to town or insurance regulations that were not adhered to.

Before deciding about where your show will be held, consider all the alternatives.

- Make a list of barns/stables/grounds in your area with suitable facilities
- Contact the owners or managers to see if they can be rented and at what price
- Carefully study and compare all costs involved
- Inspect any grounds or buildings under consideration
- Make decisions only after all options have been explored

Be sure to get a specific list of what areas and amenities—water supplies, stabling and bathroom facilities, for example--are included in your contract for your use and where they are located. What time period is the rental for? Will you be allowed access the day before for set-up? Is electricity available for the sound system? Are outbuildings available for use for secretary's booth, announcer's stand, or a kitchen/food booth? Is there equipment such as sound systems, jumps, tables, chairs, etc.? Once you have decided upon a facility, you should do a walk-through of the property in order to find and make note of all of the amenities on your property for:

- Parking (for guests and separate space for trailers)
- Area or grandstand for spectators
- Warm-up rings

- Judges tent/table
- Show secretary booth or table
- Electrical outlets for P.A. system, computers, phone, etc.
- Vendor/food booths
- Bathroom facilities
- Stabling Facilities

If your facility does not have restrooms available, you will need to have an adequate number of portable restrooms brought in (some communities have strict requirements in this area). Use your local phone book or the internet to find a vendor and inquire about rental fees.

Be sure to inspect the size and footing of indoor and outdoor arenas to make sure they are appropriate and safe. Locate any areas of poor drainage or bad footing which could cause injury to rider and/or horse and be sure to correct the problems before the show.

Stabling is also important to competitors. Usually it is only necessary for a show that lasts more than one day. Although, if available, it is added as convenience for the exhibitors and horses so they can relax. Stabling should be safe and there should be ample space for horses. According to the 2005 USEF Rulebook, (GR1218), “stalls must be sturdy, safe and in good condition. They should be a minimum of 9’ x 9’ and 7’ high, as well as weatherproof,” stabling must be posted in the prize list.

If your facility provides stabling, competitors should make reservations in advance. Provide exhibitors with a stabling form, which should state clearly arrival and departure times as well as what is being provided, the cost, who is responsible for supplying bedding, feeding and stall cleaning, and what tools will be available. An area for soiled bedding should be provided, and adherence to all barn safety rules and hygiene should be enforced. Make sure a stable manager records the number, size, style (i.e., box stall, straight stalls, pens, etc.), and condition of stalls, inspects for any dangerous items, broken boards or other deficiencies, and arranges for all repairs prior to the first horse arriving. Note that most places will require a damage/cleaning deposit. By inspecting the site prior to your use, you may avoid being billed for any broken items that may mistakenly be attributed to your use. A good rule of thumb is to always leave the grounds/buildings in better condition than you found them.

### WHO WILL ORGANIZE THE COMPETITION?

Once the date and location of the show have been determined, show management should appoint committees to distribute the workload. You do not have to be a large organization in order to organize a simple horse show, but you do have to be organized.

To make the best use of everyone's talents, record who is on or needed for your show committees (see section 4 for more details) and list the responsibilities for each member. Develop a timeline of what needs to be completed; be sure to receive and give feedback frequently on what is done or needs to be done. This way you can work together on solving problems.

Some committees to consider developing:

- Finance/Budget
- Grounds and facilities
- Equipment
- Entries
- Public Relations
- Ribbons and awards
- Class List and program
- Information
- Volunteers
- Appeals committee

### WHAT IS YOUR BUDGET?

Your budget will determine the size of your show. The budget must include everything needed to run a show, and it must be adhered to. Don't spend more than you have on the hopes of recouping it at a show. Whether you are using your own money or utilizing club money for organizing, always plan for the "worst-case scenario." The finance committee should work closely with other committees to determine and monitor costs. Many costs are negotiable. Do your homework and get the best rates and equipment you can afford.

Items to be included in your budgeting are:

- Facility rental fee (if necessary)
- Applications and fees to horse organizations to recognize your show
- Equipment and supplies
- Fees for judges, officials and staff, (gate keepers, stewards, course designer, announcer, medical personnel, farrier, veterinarian, etc.)
- Ribbons, awards, numbers
- Advertising and promotion
- Printing and postage
- Insurance coverage
- Travel Expenses



Equipment and Supplies depend upon the type of show you will be running. Take an inventory of everything you have or can borrow and make a centralized storage location for the items. It is important that the equipment (a P.A. system, jump standards and accessories, dressage letters, etc.) you need is in good repair and is safe to use. If you use an unsafe or inadequate facility, many people may not show up again or, even worse, you may have an accident directly resulting from inadequate equipment.

Judges and Officials usually have a set fee ranging from \$350 to \$500 per day, depending on their rating. USA Equestrian classifies licensed judges as Registered "R", Recorded "r" and Senior "S". An "R" judge may officiate alone in any competition in which he/she is registered. An "r" judge has more limitations, such as not being allowed to officiate alone in an A or B division at a hunter show. Senior "S" judges are dressage judges and according to the USEF 2005 Rulebook, they may judge all Federation and FEI level classes at USEF recognized competitions. Sometimes particularly knowledgeable "R" judges and "S" judges can command more for their services because they are in demand. For more information on judging, contact your National Association.

If the above fees seem steep, you may be able to negotiate with judges by offering some extras, or you may find someone to donate their time. In any event, be sure to get a reputable, reliable, and well-respected official or your customers will not return. Fair judging is one of the most important aspects of an event to a horse show competitor. They have trained hard and are paying to exhibit and want to be judged fairly.

Ribbons and Awards are not a place to skimp either. Exhibitors in your show have expended a large amount of money to participate. Unless it is a large rated show where exhibitors are attempting to accumulate points towards a larger goal, their only rewards are the ribbons, medals (for medal classes) and prizes. Offering payback or stakes classes, where riders in certain classes earn back a certain percentage of the entry fees or a flat amount, also add up in the budget. Remember, if there are two shows on a given weekend, with all else being equal, people will gravitate towards the show that gives out the best awards. While the ribbons may cost you some money, other prizes don't have to if local businesses donate gift certificates, coolers, trophies and the like. Many local tack shops like to donate to local shows, as they receive free publicity. \*At Hedges Badge Company, we offer quality awards with reasonable pricing. With so many rosettes, sashes, and medals to choose from and our own art department, we are sure to have the perfect awards for your event, visit us on line at [www.hedgesbadge.com](http://www.hedgesbadge.com) or request a catalog, 800-556-2440.

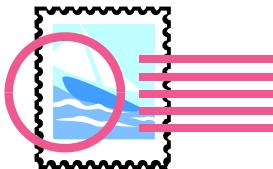


Numbers: Don't forget to order numbers for competitors. Horse and/or rider must wear an exhibitor number to identify them during an event. Most hunter/jumper riders wear their number on their backs, either tied with string around their waist or hanging from a hook that slides into the collar of their show coat. Dressage horses wear their number on their bridle. Western horses wear their number on their saddle pad, unless the number is worn on the rider's back. Some shows require a number deposit (usually \$1.00 or less), that is refunded when the number is returned. Some show managers will have the numbers personalized with their event's name and logo or will put the sponsor's names on the numbers.

*Your Farm Name.* Promote your equestrian event by adding your farm or show name and logo to your numbers and offering them as a keepsake for competing. Even if they don't win a ribbon, exhibitors will remember the distinction of competing at your show if the number is custom printed with your logo.

*Sponsor's Advertisements.* Consider selling premium advertising space on your rider numbers by customizing them with a sponsor's logo. This way every exhibitor will have your sponsor's name in his or her hands the day of the show.

*Different Colors for Multiple Day or Ring Shows.* Signify which competitors belong in certain rings by color coding the numbers. Or distinguish between different show days or series by designating a color for a particular day or week of a series.



Printing and Postage of class and prize lists and promotional flyers are necessary costs to promote your show. Home computers and printers make class lists and mailing labels economical. Be prepared to pay more if you are having your program/prize list done professionally. Check with the local post office for information on obtaining a permit for a bulk mailing discount and the correct way to fold, staple, and mail your literature. Volunteers are great for spreading the word and reaching a larger market for participants by distributing the show information to local barns and tack shops. Be forewarned that bulk permit rate mail does not always get the same quality delivery as mail with first class stamps. If you send your prize lists, flyers or other promotional materials at bulk rate, don't be surprised if it takes much longer for people to receive, if they receive it at all.

Insurance Coverage is a necessity for every horse show and in some cases, if you are holding an event recognized by an organization, such as USEF, you are required to show proof of insurance. Unfortunately, accidents may happen. It is in everyone's interest to be properly insured and today, there are numerous agencies that specialize in equine insurance.

Liability is the degree to which you are legally responsible for the injury and/or death of a person or injury to property (i.e., horses). Liability insurance is designed to protect you from a lawsuit regarding personal or property damage. Liability laws vary from state to state, so be sure to do your research; liability laws can be found on-line for most states.

Insurance coverage acquired directly from an insurer is called a policy. Coverage received under the umbrella of another group or policy, basically an addition to an existing insurance policy, is a "rider." It is usually more cost efficient to acquire your coverage through a rider than an individual policy written especially for an event, but you would be wise to explore all the options available and compare coverage as well as prices.

If you are renting a facility, their insurance may provide you with a rider that will cover your event for the number of days you need. Fees for this are usually quite reasonable. Event riders may also be available to members of some large equestrian

organization or from your club's existing policy. Riding clubs can obtain coverage for a certain number of events per year, and additional days can be added as needed. Or, you can obtain coverage specifically for the show (including set-up and take down).

Be absolutely sure to contact the insurance company directly and obtain, in writing, the details of the coverage provided. Not everything is covered by every policy; there may be conditions for which you may be liable, and/or with which you must comply for insurance to be valid. Most importantly, find out what your policy *does not* cover. It may be wise to have an attorney look over your policy, as well as other legal documents.

Whatever form your policy takes, make sure that:

- There is enough to cover you and all others involved--exhibitors, officials, committee people, volunteers, workers, property owners, and spectators (We suggest a \$1 million dollar minimum.)
- Every condition is complied with
- Your forms and policy number are available at the show
- There is no athletic participant exclusion

If your insurer requires competitors to sign waivers of liability, you should include the waiver to be signed with the entry form. Failure to process any requisite paperwork may result in the rescinding or cancellation of your policy. Make sure that your insurer's requirements aren't too cumbersome for your event.

Concessions or vendors should have proof of their own insurance and all necessary permits available for inspection.

Insurance providers can be found in equine trade publications, at tack shops and on the Internet or contact any of the National Associations for suggestions. Speak with other show organizers in your area for recommendations. Remember to get your insurance policy or rider as early as you can!

Miscellaneous Expenses: Additional budgetary concerns may include the following:

*Sanctioning Fees:* If your event is recognized by another organization, you may be required to pay a fee in order to receive permission from that organization to hold an event.

*Refreshments/meals for volunteers and officials:* You may be able to find a sponsor to donate or discount a portion of this cost. Some creative cost savings for food and concessions may be in arranging for an area group (4-H, breed or sporting association, or school) to run the concession stand. Sometimes the concession people will donate meals (all day or just breakfast) to select show personnel knowing that they will profit from the exhibitors.

*Health professionals:* Events, insurance companies and city/town regulations may require the presence of Emergency Medical Technicians (EMTs), or a paramedic and an ambulance for the entirety of the event. There is usually a fee for their services. Your local fire department can provide you with contact information.

*Equine professional services:* Veterinarians and farriers charge a fee if they are required to be on the grounds for the entire event. Veterinarians average \$250 a day and are usually local. The farrier, also being local, averages \$175 a day with no travel costs.



### **3: HEALTH, SAFETY, AND ETHICS**

#### **CODE OF ETHICS**

The goal of every show is to provide a healthy environment for competition. Likewise, every show has some expectations for behavior and sportsmanship. All participants--from the show committee to competitors and their parents--are responsible for maintaining the spirit of good sportsmanship, ethics, and integrity of the event, in and outside of the ring.

A code of conduct that includes sportsmanship, ethics and humane care of animals should be included in show registration materials. Riders (and their parent or guardian, as necessary) should read and sign this code before being allowed to participate in the show. If your show is recognized by a larger organization, refer to the group's rulebook for guidelines. This code of ethics may also help to alleviate petty complaints and direct a procedure for receiving, investigating and acting upon critical situations such as heated rivalries, animal abuse, overflowing crowds, or unruly spectators. If a problem still arises, however, the Show Steward needs to be brought in to solve the problem.

To reinforce this message, you may consider announcing messages regarding the importance of behavior and sportsmanship throughout the show or posting the code of conduct in barns, schooling rings, by show arenas, and in the secretary's booth.

Good sportsmanship includes:

- Observing and supporting the rules
- Placing fairness first as a goal in competition in all horse shows
- Showing civility toward competitors, organizers, and officials
- Commending good effort
- Being gracious when winning or losing

#### **HEALTH PAPERS FOR HORSES**

Many associations require that all animals entering show grounds have some form of health papers available for presentation or examination. Rabies, Tetanus toxoid, Influenza, Rhinopneumonitis, Strangles, Western/Eastern/Venezuelan Equine Encephalomyelitis, West Nile Virus and other contagious disease immunization records must be provided, as well as a current Coggins test. Health certificates are also needed when transporting an animal across state lines. Contact your State Veterinarian or regular veterinarian for information on what paperwork is required, and state in your prize list if there is a time limit on such paperwork. Even if your show is not recognized by another association, it is your responsibility and in your best interest to mandate and uphold health regulations

#### **SAFETY ISSUES**

It's of the utmost importance to promote safety at your show as well. Encourage, or even require riders to wear the necessary protective equipment such as approved helmets and vests, and allow riders to show without coats or chaps if heat is a factor.

If the unfortunate does happen, medical support can be critical. It is a good idea to have anyone involved in the show trained in CPR and first aid. Your EMT can handle

serious situations until the ambulance arrives, but you should have an ambulance on site the day of the show if the response time is more than 15 minutes. If medical treatment is required, it is important that everyone's entry form is complete and signed to receive treatment. Some shows such as combined training events even supply medical cards for riders to carry on the show grounds.

The most important thing of all is to have an emergency plan. Develop a strategy for the worst-case scenario. Write it down and rehearse it. Make sure radios and telephones are working and have a contact person in case of such emergency. This will ensure that if anything does happen, help will be received as quickly as possible.

Another aspect of safety is to keep your risk for legal problems to a minimum through the use of properly written liability releases. While there are several publications with sample releases, you would be well advised to have an attorney who is familiar with the personal injury and equine laws of your state draft releases specifically for your facility or business. As many sports are requiring ASTM/SEI certified helmets for riders, particularly riders who are younger than 18, it is a good idea to state your helmet policy in your prize list and on your liability forms. Prior to the show, make certain that you have signs that comply with the most recent version of your state's equine limited liability laws or guidelines you have set up for your show. You can find copies of every state's equine related laws on the Internet at <http://utopia.utexas.edu/project/equine/>

Once you have properly written releases, make certain that everyone including volunteer and paid workers signs one and retain copies for your records.

In the event that an accident does occur, immediately fill out an accident report that briefly describes the accident listing all parties and witnesses involved and THEIR ADDRESSES and other contact information. If there is a lawsuit, you need to know how to get in touch with them. For further information on equine safety, refer to the American Association of Horsemanship Safety, (AAHS), [www.horsemanshipsafety.com](http://www.horsemanshipsafety.com).

## 4: SHOW PERSONNEL

No one person can run a horse show alone. You'll rely on both volunteers and paid employees. When choosing your employees ask other show managers for their recommendations for each position you need.

### HOW TO GET AND KEEP VOLUNTEERS

Volunteers are the life-blood of any show. Get them where ever you can! Get the kids that hang around your barn, parents, grandparents, horsy friends, and other local barn affiliates. To help keep them motivated, enthusiastic, and participating for years to come, treat them with appreciation and respect. Here are some ideas to help you with volunteerism:

1. Define the job for each volunteer and provide him or her with that information well in advance of the show. Match the abilities of the volunteer to the task assigned.
2. Make sure that all volunteers have the equipment needed to do the job.
3. State the times needed for the job and find out the availability of each person. It can be helpful to schedule volunteers to work half the day at one job and half at another. This way no one is standing alone in a field for eight hours.
4. Do not abandon your volunteers. Assign a "hospitality" person to check with volunteers and officials frequently throughout the day to see if they need to take a break for personal needs, would like something to eat or drink, or if they have any questions or concerns.
5. Let all volunteers know whom to contact with questions or in case of emergency.
6. If possible, provide your volunteers with a free lunch, or free drinks at the very least. Water or a beverage with electrolytes is preferable to sugared or carbonated beverages for preventing dehydration.
7. Advise your volunteers to wear comfortable clothing and shoes but dress according to the job--nicely for those in the public eye, casually for those doing manual labor. Warn them to be prepared to get dirty. Suggest they bring a change of clothes or accessories according to weather forecast: sunscreen, gloves, and sunglasses or hats, gloves and layers.
8. Find out in advance if your volunteers have any allergies (e.g., bee stings or other allergies) or time constraints.
9. Reward your volunteers by offering ribbons, t-shirts, or a token gift as a show of appreciation.
10. Get their input after the event. Perhaps they have a suggestion for the next show that might be valuable. Positive and negative feedback are both important.

Make use of a volunteer sign up sheet (see section 8 for sample). This will help you determine all the jobs that will need to be done. Check off those jobs for which you have assigned someone specific. It is also helpful to indicate how many volunteers for each job are needed and fill in the space provided. Ask what special talents your volunteers have and you may end up identifying someone who will be perfect for another job! Make sure to offer people a second option.

## STAFF RESPONSIBILITIES

### Show Manager

The show manager is responsible for the overall operation of a show and making sure everything runs smoothly. The manager oversees all of the areas of the show, coordinates plans and details, hires the officials, takes care of all contracts and insurance, and enforces the rules of the show. The show manager should appoint all necessary committees or assign volunteers to their tasks. The Manager is also responsible for writing the thank-you notes to all volunteers and officials when the show is over.

### Show Secretary

The show secretary must be a good reflection on the show and the show manager. They need a good sense of humor and an inexhaustible supply of energy and patience. There are professional Show Secretaries that may be available to help you. Typically they have their own computer system and can print off invoices for exhibitors, with results, at the end of the show.

This is one of the most visible positions and requires dedication and organization. The secretary is responsible for a multitude of tasks, including the following:

1. Ensuring competitors have filled out all appropriate entry forms and other forms required prior to their entering a class. Logging in rider, horse and trainer entry forms.
2. Collecting fees. Keep meticulous track of payments. Make a master list of unpaid entries to give to the announcer during the lunch break, a good time to have people settle up. A lockable cash box with a sufficient supply of change should be kept in the booth.
3. Making sure entry forms, add/scratch forms, and prize lists are readily available and filled out appropriately. It is helpful to keep these on clipboards, in boxes, or in small file cabinets to prevent blowing or scattering of forms. Maintaining the forms in alphabetical order will make things easy to look up at any time, especially the day of the show when the booth can be hectic.
4. Recording exhibitor numbers and distributing them the day of the show.
5. Distributing any items, flyers, or promotions provided by local organizations or sponsors.
6. Updating announcer's and judge's cards regarding changes to classes. Class entry forms should be updated with add/scratches. Make sure these are brought to the judge and announcer in a timely manner.
7. Working closely with the announcer and ringmaster to keep classes running quickly
8. Making sure winners are addressed properly over the PA.
9. Keeping track of championship information.
10. Making all rulebooks available for the judge/technical delegate/steward, as well as keeping a copy for the show office.
11. Posting all courses, orders of go, and scores in a convenient location to the booth and updating them throughout the day. (It is helpful to have an additional set posted where mounted riders can review them before entering the ring, such as a

- warm-up area or on a board near the ring.) Copies of any legal notices (such as liability waivers/laws, permits) must be posted in a clearly visible area.
12. Posting emergency numbers in the stable area and in the show office and providing a phone in case of an emergency.
  13. Making sure officials are paid at the end of the day.
  14. Completing and submitting the necessary paperwork including accumulated points and fees after the show, to the governing bodies, breed or discipline organizations or sanctioning associations.

Depending on the show and the level of experience of the staff, some of these tasks may be delegated to others.

### Judge

Be sure to hire an experienced and respected judge with a good reputation for your event. Good judging and officiating are required for any show. In addition to having complete and up-to-date information, judges must observe, compare, and make accurate and unbiased decisions within a reasonable length of time. A judge should have a pleasant attitude and give his/her full attention to the competitors.

If your show is rated, you will more than likely be required to hire officials who are licensed or “rated” by that governing organization.

There are different ways to find judges. You can look in your local horse publications to see if there are any advertisements. You can contact other show managers and ask for recommendations. You can ask riders which judges they like. Or perhaps your national association will give recommendations in your area. Before a judge is hired, check references to help insure a positive educational experience for everyone involved.

Promptness is very important; a judge should report to show officials at least thirty minutes prior to the show starting.

Those judging your show must set a good example for competitors, both in and out of the show ring. A horse show judge has a unique influence on those they work with the day of the show. Judges should, at all times, cooperate with the ringmaster, stewards, clerks, and show committees. When a competitor makes a request through the steward or ringmaster for the judge’s opinion, the judge may give his opinion if felt appropriate. This should be done courteously and sincerely in the presence of the ring steward or other show official. A judge should refrain from making derogatory comments about any rider, horse, trainer, official or spectator. Judges should also not knowingly judge entries of relatives, members of one’s own club, or a horse that the judge has exhibited, trained, managed or ridden.

Other officiating duties include:

- Requesting a person or horse is removed from competition for bad conduct or behavior or disqualifying any contestant for abuse of a horse.
- Bringing to the attention of the steward any piece of equipment considered illegal, inhumane, or dangerous.
- Awarding ribbons and prizes according to the type of class and horse’s performance.

A judge’s decision is final. The judge has the authority to place a horse in whatever position in a class as he or she chooses.

## Announcer

A good announcer should have a pleasant, easily understood voice. People with accents that may be difficult to understand are not the best choice, as P.A. systems are subject to many fluctuations of sound quality.

An announcer should refer to entries by their numbers and name when announcing results. The announcer should not become distracted from the ring while a class is working. Joking, personal messages and any questions regarding competitors and show management should not be allowed. If any rider, trainer, official or member of the public needs to be contacted, the announcement should only request that the person report to the show office where the exchange of information can be done in private.

Many professional announcers will have their own P.A. system. If your announcer does not, you will need to borrow a system from another barn or show or rent one; be sure to reserve and test the system well before the show. Be sure that your announcer knows what type of system you will be using and that he/she is familiar with it. Make sure that someone who knows how to set up the system and fix it if it breaks down is available on the grounds on the day of the show.

The announcer is responsible for:

1. Stable calls. The first stable call is usually made ten minutes prior to the first class being called. The call for the second class is made as the first class enters the ring, and for subsequent classes when the riders begin their flat work in the opposite direction.
2. Ring calls. A call to request all entries to enter the ring is made at the beginning of each class. The announcer should compare the number of riders in the ring with the number of riders on the form in front of him. If time is available, the announcer and judge may also compare the rider numbers; if one is missing, that number will be announced. Once all entries are accounted for, the announcer says, "Class is complete," and the judge will begin. For jumping classes, he will make sure the horse and rider entering the course are in the proper order and call out the entry number of the rider on course and that of the rider "on deck," or next.
3. Calling the required pace. If your announcer is new to the job, he or she should meet with the judge prior to the show and work out a set of hand signals the judge can make to signify which gait he would like to see. Typically holding up one finger means walk, two fingers means trot or jog, and three fingers means canter or lope, etc.
4. Announcing finish orders. The announcer will receive the results of the class from the judge and call out the rider numbers and their place in order for them to receive their ribbons.
5. Making periodic calls for exhibitors to return their numbers and settle their accounts at the secretary's booth, prior to the end of the day.
6. Warning of loose horses.
7. Calling for important staff/security.
8. Frequently announcing amenities the show offers, such as food booth/vendors.
9. Thanking the sponsors and suggesting that exhibitors support them.

### Ringmaster/Ring Steward

The ringmaster is basically the judge's secretary. He or she will bring the forms to the judge, call the class instructions if the announcer does not do so, and line the class up after the judging. The ringmaster will also bring the completed cards from the judge to the show secretary or announcer, retrieve the ribbons and prizes, and distribute them among the riders. This person should never interfere with or advise the judge during the judging.

The ring steward should make the judge's job easier by having the class in the ring in proper order and ensuring that the judge and all participants have a safe and enjoyable experience. Ring stewards should know the rules of each class and may also have the duty of checking bits or other equipment, as needed, if there is not a gateman.

### Steward/Technical Delegate

A steward or technical delegate is someone who is a sanctioned, licensed, or just extremely knowledgeable regarding the rules and etiquette of a particular type of show or event. Rated shows normally require a steward or technical delegate to be present to point out or investigate violations of rules, make sure classes are run correctly, and clarify any rules. This person would report on any incidents such as protests, rule infractions, and conduct unbecoming of a judge or exhibitor, and cruel treatment of the animals.

Since stewards and technical delegates represent show management, they should be diplomatic and courteous at all times. Like a judge, a steward should not officiate in any division of a show in which he/she or a family member is an exhibitor.

If you are running a non-rated show, the show secretary or manager may take on this responsibility.

### Emergency Medical Technician

Your insurance company, facility and/or horse association can be contacted for information on their requirements dealing with certified Emergency Medical Technicians (EMTs) and when and if they are required to be on the grounds during an event. (US Equestrian Federation rules require the presence of a certified EMT on the show grounds.) It is also suggested that you check with local and state authorities, as laws may differ from state to state and town to town, to make sure that you have qualified personnel on duty. If no EMT is required, have an ambulance on call.

## SPECIAL TITLES

### Course Designer

The best person to design the course is the riding instructor familiar with the show ring or another professional who knows how to set courses. The course designer must know striding and the proper way to set jumps and/or other obstacles. USEF recognized events must hire a licensed course designer.

### Fence Judge

For a combined training event the fence judge is responsible for keeping track of riders on cross-country courses. The rider's number must be checked whether the horse was inside or outside of penalty areas in the event of an incident, any refusals or falls of horse or rider. Knowledge of cross-country rules is mandatory for this position.



### Farrier

It is suggested that a farrier be available or on call. He shall report promptly when called to the ring to make repairs during a class. He shall conduct himself in a manner reflecting good taste and shall act as a show official representing the management of the show in his every action.

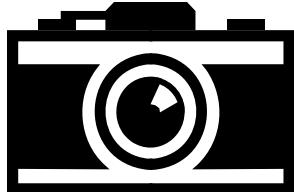
### Gate Attendant/Gateman

This person should be knowledgeable about horses, as there can be much confusion at in/out gates on rings. The gate attendant is responsible for:

- Letting riders in or out after a class or, sometimes, in an emergency. To avoid heavy traffic at the gates, the gateman should let the next class into the ring while the previous class is being pinned, provided the judge and ringmaster approve this.
- Keeping the gate clear of spectators.
- Checking rider's numbers to make sure they are in the correct class.
- Checking for prohibited equipment, such as improper bits.

### Parking Attendants

These volunteers handle provisions for ample parking for exhibitors and, sometimes, a warm-up area for exhibitors/trainers. They provide for proper traffic control and directions. On the morning of the show they help post sufficient directional signs to show grounds, parking areas for both horse trailers and spectators, and schooling and lunging areas.



### Photographers/Videography

Although not a necessity, photography/videography is a nice service to offer at your show, one that brings you little or no money but may make your entrants happy.

Today's digital cameras make the process much easier than in years past where proof sheets sometimes could not be viewed until weeks after the show. It is in your best interest to know the exact fees, as well as a photographer's guarantees and reputation before allowing one to vend. There are many photographers who specialize in equine photography.

### Publicity Person

Your publicity person is responsible for all promotion and advertising of your show, including providing press releases to newspapers and magazines, flyers, and calendar listings. This person can also take the responsibility of finding sponsors and getting the most value from their contributions.

A good publicity person should also submit show results to newspapers and/or equine publications after the show

### Ring Crew

The ring crew is a group of two to four volunteers who are responsible for the care of the ring and setting up and/or removing all equipment, as is necessary. They are responsible for the footing, assembling trail and jumping courses (under the supervision of the course designer, riding instructor, or other qualified person) and for resetting fences if one is knocked down. Members of the ring crew should be physically capable of moving poles, standards, and other equipment safely. The crew should have all the tools necessary for them to do their jobs on the day of the show; it is a good idea to have a toolbox and rake available for any small repairs and adjustments.

### Scorer

The scorer is responsible for calculating and posting scores for dressage and combined training competitions. The scorer must be knowledgeable in the discipline as scoring is done differently in dressage-only competitions than in the dressage phase of a combined training event.

### Scribe

A scribe writes down remarks for a dressage judge as well as scores. This allows the judge to keep his eyes on the person he is judging. A good scribe is a good listener, has good penmanship, is accurate, and can write quickly.

### Veterinarian

It is suggested that a qualified veterinarian be on the grounds or in a position easily reached by show management in the event of an emergency.





## CONTRACTS

For the protection of all parties, essential staff for your horse show should have an appropriate contract or written agreement specifying date, location, time, responsibilities, and compensation. The contract should be signed and dated by both you and the staff member so there is no room for misunderstanding.

It could be beneficial to have an attorney draw up any legal forms (with your guidance should he or she not be familiar with equine forms) and review all contracts and legal documents. The cost for this will be minuscule compared to the hassles of a lawsuit. Once you have liability releases, make certain that everyone, including volunteers and paid workers sign releases and retain copies for your records.



## 5: CLASS LIST

At this point you know what kind of show you will be having. Now you must define your show by creating a class list, also known as a prize list or show premium. This list will contain all the pertinent information regarding your show.

Layout and printing of a class list can be done professionally or on a home computer. Make sure it is mailed a minimum of 2-3 weeks before your show to help competitors plan accordingly. If your show/facility has a web site, make sure to post the information on-line.

Class lists can be simple or fancy, but they all have the same type of information in them. The introductory details of your class list--show name, location and date--should be at the top of the page or on the cover of your premium. If your farm is off the beaten path, you may want to add a map inset or provide directions to your event. Here's an example of the opening details:

What:	XYZ HORSE SHOW
When:	Saturday, September 31 Rain date: October 5 <sup>th</sup> [Or: Rain or Shine!]
Who:	Judge: Joe Smith
Where:	XYZ Farm 123 Pasture Drive Portsmouth, RI 02871 Ph: 401-555-8223
Send entries to:	Mr. /Mrs. Show Secretary P.O. Box 9999 Portsmouth, RI 02871 Fax: 401-555-2096
For information:	Ph: 401-555-9764 E-mail: <a href="mailto:xyz@blablabla.com">xyz@blablabla.com</a> <a href="http://www.xyzhorseshow.com">www.xyzhorseshow.com</a>

Now, answer a series of questions, as noted below, to help you determine the rest of the text:

### WHAT CLASSES?

You will need to study your classes carefully to run your show efficiently. Be sure to go through each class to see what equipment is needed for each one and to estimate how long each will take to run and how many entries you expect.

The classes you choose will depend upon the type of show you will be running. Pleasure shows will have flat classes; hunter classes will have flat and over fences classes, and so forth. Each class should be assigned a number and corresponding fee.

Decide if your show will be formal or informal. For formal shows, riders will enter standard classes in full dress. Schooling shows can offer some optional classes and may also allow a lower standard of dress, such as safe, casual clothing like jeans and boots.

There are several ways of identifying what classes will be part of the show. The easiest, in the economy of space, is listing the classes in their order. For example, by starting with the beginners in the morning and moving to more experienced riders as the day progresses.

**Example 1:**

- Lead Line Equitation
- Lead Line Suitability
- Walk Trot Equitation
- Walk Trot (or Beginners) Pleasure
- Children's Equitation 14 and under
- Children's Pleasure 14 and under
- Children's Equitation 15-18
- Children's Pleasure 15-18

Other possibilities are:

Class list by class type (Model classes, then Equitation and so on for all your divisions)

**Example 2:**

- Walk Trot Model
- Children's (14 & under) Model (or In Hand)
- Junior Model (15-18)
- English Model
- Western Model
- Open Model
- Adult Model
- Walk Trot Equitation
- Children's (14 & under) Equitation
- Junior (15-18) Equitation
- English Equitation
- Western Equitation
- Open Equitation
- Adult Equitation

**Example 3:**

### **Hunter Show**

- Beginners Equitation (Walk-Trot)
- Beginners Pleasure (Walk-Trot)
- Beginners Suitability (Walk-Trot)

Lead Line Equitation  
 Lead Line Suitability  
 Short Stirrup Hunter Over Fences A  
 Short Stirrup Hunter Over Fences B  
 Short Stirrup Hunter Under Saddle  
 Short Stirrup Equitation Over Fences A  
 Short Stirrup Equitation Over Fences B  
 Short Stirrup Equitation on the Flat  
 Long Stirrup Equitation Over Fences A  
 Long Stirrup Equitation Over Fences B  
 Long Stirrup Equitation on the Flat  
 Special Hunter Over Fences A  
 Special Hunter Over Fences B  
 Special Hunter on the Flat  
 Children's Hunter Over Fences A (entries may be split by age or horse/pony and jump heights appropriate)  
 Children's Hunter Over Fences B  
 Children's Hunter Under Saddle

Example 4:

**Hunter Show, grouping flat classes together**

Beginners Equitation (Walk-Trot)  
 Beginners Pleasure (Walk-Trot)  
 Beginners Suitability (Walk-Trot)  
 Lead Line Equitation  
 Lead Line Suitability  
 Short Stirrup Hunter Over Fences A  
 Short Stirrup Hunter Over Fences B  
 Short Stirrup Equitation Over Fences A  
 Short Stirrup Equitation Over Fences B  
 Long Stirrup Equitation Over Fences A  
 Long Stirrup Equitation Over Fences B  
 Short Stirrup Hunter Under Saddle  
 Short Stirrup Equitation on the Flat  
 Long Stirrup Equitation on the Flat  
 Special Hunter Over Fences A  
 Special Hunter Over Fences B  
 Special Children's/Adult Hunter Over Fences A  
 Special Children's/Adult Hunter Over Fences B  
 Modified Adult Equitation Over Fences A  
 Modified Adult Equitation Over Fences B  
 Special Hunter Under Saddle  
 Special Children's/Adult Hunter Under Saddle  
 Modified Adult Equitation Under Saddle

Example 5:

### **Combined Training Event**

2003 USDF Introductory Tests, 2003 USAE Training 1 through Fourth 3

Introductory Dressage - 2003 USDF Intro Level Test II

    Stadium - Not to exceed 18"

Elementary Dressage - 2003 USAE Training Level Test I

    Stadium - Not to exceed 2'0"

Novice Dressage - 2002 USEA Novice Test C

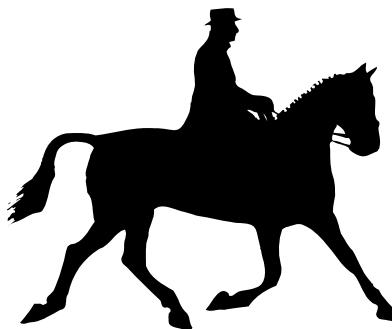
    Stadium - Not to exceed 2'6"

Training Dressage - 2002 USEA Training Test C

    Stadium - Not to exceed 3'

Preliminary Dressage - 2002 USEA Preliminary Test C

    Stadium - Not to exceed 3'6"



For each class you may want to specify the following:

Horse or Pony

Age Range, i.e. Youth, Junior, Adult, Senior

Experience Level, i.e. no professionals, for those who have never won a blue ribbon, pre-green etc.

Hunter or Equitation Division

Fence Height, if applicable

Discipline or Breed Specific

Walk Trot or Walk Trot Canter

Weigh these factors carefully before choosing the number and types of classes and printing the class list:

► Budget: Some classes are more expensive to hold than other classes. Dressage requires a regulation size ring and hunter/jumper classes require having fences/jumps and someone to design a course.

► Use of property: Be sure that the property you have is suitable and safe enough for the type of competition you will be running.

► Rider changes: Some people share horses and you will have to shift focus from ring to ring unless you have a separate set of officials. This is especially important if you only use one ring.

► Amount of time to change equipment: Schedule like-classes together if it means minimal equipment change. Schedule your class list so that the least amount of equipment is needed in the beginning and the most at the end (so you can gradually build up the items needed in the ring). Or, start backwards by having the most involved classes at the beginning and the least involved at the end.

► **Harmonious flow:** To get the best performance from the ring crew and to give competitors a small break between classes, try to schedule different types of riding or horses after each other. Other suggestions are to position beginner riders at the start of the day and more advanced riders later on, or to put on halter classes first, before the horses develop sweat marks from saddles.

► **Length of time:** Have a pretty good idea of your schedule—including breaks and lunch--and stick to it as closely as possible. Remember that classes where horse and rider compete individually (e.g., trail, jumping, or game classes) take much longer than rail classes. What if your show runs over? Do you have lights for parking areas, stabling, schooling areas and places where the public may be walking?

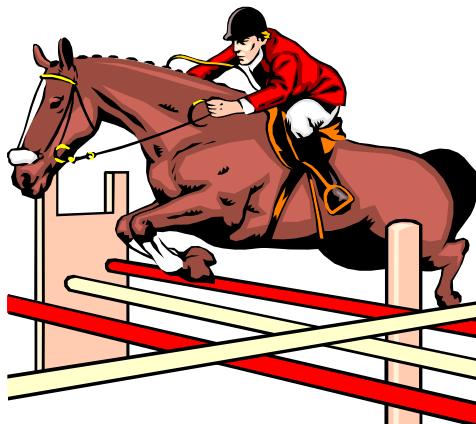
► **Number of competitors:** For some classes, such as jumping and game classes, you may need to limit the number of entries. If you have an interest by people outside of the limit then the following year you might want to add some additional entries per class and you may want to increase the entry fees for these classes. Having the good fortune to have too many entrants leads to the consideration of adding another ring, judge, or day for the next show.

## HOW MANY DIVISIONS?

Divisions are helpful in that they allow riders of different levels to compete with others of the same experience level. If you are formal, you would stick with the standard divisions, while schooling or fun shows can be adventurous. For example, if you have a lot of older riders you may do something like an “over the hill” division, where riders and horse’s ages combined must meet a certain number. You can do as much as your market and imagination will allow.

Here are some ideas for division, in alphabetical order:

- Adult
- Amateur Adult
- Beginners
- Children's
- Children's/Adult Amateur Jumper
- Cross-Rails
- Elementary Hunter
- English
- Green Horse
- Ground-Rail
- Hopeful Hunter
- Hunter
- Junior
- Lead Line
- Local
- Long Stirrup
- Low Hunter
- Modified Adult
- Novice



Open  
 Pony  
 Reining  
 Road Hack  
 Schooling  
 Short Stirrup  
 Special Hunter  
 Student Hunter  
 Suitable Hunter  
 Trail  
 Walk Trot  
 Western  
 Working Hunter

## WILL THE SHOW OFFER CHAMPION OR HIGH POINT TITLES?

If you have divisions, you will want to offer Champion and Reserve Champion for those divisions. For example, if you have a Special Hunter Division comprised of 2 jumping classes and a flat class, known as the hack, then the points will need to be calculated to determine the Division champion. Point determination varies from type and rating of shows. To determine points, contact your organization.

## HOW MANY PLACES WILL BE PINNED?

First, decide to what place you will be pinning. Most shows pin to at least third. The standard places go to sixth (blue, red, yellow, white, pink, and green). If you have a lot of entrants, you should consider adding seventh to tenth (purple, brown, gray, light blue). After tenth place there are no standard colors. This is where you can have fun choosing your own ribbon colors. If your show is recognized, the affiliate organization will have rules and guidelines to help you.

Remember, the prize, or ribbon, is the only tangible return an entrant will receive for his/her hard-earned money. Good ribbons will make good memories last longer. It is also a good way of advertising your show. Buy the best you can afford. *To see our full product line, please visit, [www.hodgesbadge.com](http://www.hodgesbadge.com), or call 800-556-2440 to request a catalog.*

Many smaller shows estimate the retail value of this award somewhere between \$3.00 and \$10.00. Such items may include hoof picks, key chains, mugs, saddle soap, note cards, crops, lead lines, grooming brushes, and so on. These can be obtained from a local tack shop, donor, sponsor, or awards vendor.

Other specialty awards to consider are medals if you are offering medal classes, and payback or stakes where riders in certain classes earn back a certain percentage of the entry fees or a flat amount.

## WHAT DO EXHIBITORS NEED TO KNOW?

All horse shows are unique. Your class list should include as much of the following information as is applicable:

- Any affiliation or ratings
- Rules and regulations governing the classes and show
- Closing date for registration
- Whether health certificates are required
- Helmet and attire regulations
- Stabling information
- Directions to the event
- Number of rings
- Information on refunds or scratches
- Rain dates
- Prizes offered
- Start times
- People to contact
- A timetable where applicable (noting breaks and lunch time)
- Notice of a vet or farrier being on call or on the grounds
- Leash laws
- Information regarding sponsors or advertisers

### Entry to the Show

Include with your class list an entry form stating the set fees such as stable fees, group-affiliated fees, and entry fees. To better estimate how many exhibitors you will have before the day of the show, we recommend having a deadline for pre-entries, after which an exhibitor must pay a post-entry fee, typically \$10.00 or higher. This incentive will help motivate exhibitors to notify you of their interest/commitment to participate.

The back of the entry form is an ideal place to put a waiver of liability if your insurance provider requires one.





## 6: SETTING UP YOUR SECRETARY'S BOOTH

Prior to the show, the secretary has many tasks to complete (as noted in section 3). The secretary should arrive the day before the show to set up the booth to be prepared for contestants. The secretary (and support team) should arrive at the booth 2-3 hours prior to the show in order to organize the show office/booth and accommodate early arrivals.

If pre-show entry is applicable, class entry sheets should be prepared. Three or four part carbonless forms are the best (one for the judge, one for the announcer, one for the secretary). Add/scratch pads should be available to the side of the secretary's booth with the rest of the entry and waiver/membership papers. Simple crates or shoeboxes make suitable filing cabinets to organize your forms.

Make sure all pre-entries are assigned an exhibitor number. Write the name of the exhibitor or horse and all the classes entered on the back of the rider or exhibitor number to avoid confusion. Filing completed entries by alphabetical order or by exhibitor number helps the day's processes run smoothly. Entries lacking information should be filed separate from the completed forms and also ordered by name. An overall list of entry name, horse name and back number should be compiled to make record searching easier. An updated class entry list should be distributed to the announcer, judge, and paddock master at least 10 minutes prior to that class. As new entries arrive, number assignment and class entry updates should be recorded and reported to the judge and announcer immediately. Two-way radios make these duties very easy. Keep all forms organized and be sure to have plenty of extras on hand.

During any horse show, the secretary's booth is a beehive of activity. Riders, trainers and parents, often frazzled and nervous, can make for confusion and disarray. It is important to have certain guidelines in place to make the secretary's job run smoothly and the customers to have less stress. Be sure to have all the forms and supplies available, (see secretary booth supply list in section 8).



There are some basic guidelines for setting up an efficient booth:

- Only necessary show personnel should be allowed in the booth.
- Absolutely no horses should be allowed in the area in front of the booth.
- People should be taken in order; one at a time, and interruptions should not be tolerated.
- To avoid confusion, the booth should be separate from the announcer's booth.
- A computer, phone, laptop, wireless phones, two-way radios and a printer (if possible) are highly suggested.
- Forms should be readily available to the side of the secretary's receiving area.
- Post warning signs, emergency information, courses, patterns, orders of go and scores around booth area.





## 7: PROMOTING YOUR SHOW

There are many ways to make sure your show not only survives, but also grows each year. Chief among these are successfully promoting and publicizing your efforts.

### PUBLIC RELATIONS

The best tips for great public relations are to treat your entrants and spectators as guests in your house, and your staff and volunteers like family. No show can live long without competitors and spectators who, in effect, pay the bills and create a profit for the show. Some exhibitors may go the whole day without even a ribbon to show for their entry fees, but they will remember a smile, a good luck wish, a kind word or compliment long after and will come back next year or next month. These things literally cost you nothing, just courtesy and appreciation.

Be sure your staff is treated well, too. The show manager's job is to make sure everyone is doing his or her job. If someone is struggling or unhappy, a few minutes spent to straighten out the problem will potentially save you headaches later on. Don't let the little things slide. Happy volunteers come back next year.

Having a party or some type of barbecue for exhibitors and/or staff is often welcomed. It is one way of showing your appreciation and can have an effect on whether they return to your show next year, even if they didn't receive any other compensation such as an award or salary. If the show environment is enjoyable, they will come back.

### ADVERTISING AND PROMOTION

Every show needs entries--people to show up and enter the classes you offer. If you are a new show, it is especially important that you advertise your event. Advertising comes in many forms, as shown here:

**Paid advertisements/classifieds:** Paid advertising gives you the option to control the messages about your show in a variety of publications. If you plan on advertising in major horse trade publications, make sure you know that their demographics (the age, gender, education and income of their readership) are similar to the people most likely to attend your show. The closer the magazine's demographics are to your potential customers, the more "bang for the buck." Size, color and frequency of the ad are significant factors in the price. In addition, you have to account for who will create the ad's layout. Many magazines require digital and/or camera-ready artwork.

Classified ads may be easier to handle and less expensive. While some equine publications offer classifieds, smaller show announcements will get “lost” in the mix. Your better bet may be to place classified ads in local newspapers. Newspapers may charge by the word or inch, and the use of a logo may cost extra. Don’t overlook local Parenting, Family, Lifestyle and Society publications as low cost and effective advertising outlets.

Calendar listings: Calendar listings can be found in most trade magazines and newspapers; you can also use the Internet if you are appealing to a group that makes use of it. Gather your local equine publications, regional magazines and local newspapers. Most of them offer a free listing in the “Coming Events” section. Make sure you note the deadline for submission and don’t leave it to the last minute. Most publications require a 30 to 60 day notice prior to the issue release. Many local television stations also offer community calendars of events and will list your show, particularly if the show’s proceeds are going to help a local charity.

Press Releases: The same publications that print calendar listings may also be looking for newsworthy information to publish as part of their editorial each week/month. And, radio producers are looking for information for the DJ’s to use on the air. While advertising may control the message, public relations (PR) create credibility. PR is considered “free advertising.” And, if you can get good PR, the better off you may be.

Your ability to publicize the show properly, and work cooperatively with the media, will cause local editors to welcome you with open arms. Not only will you have a better shot at getting your press release printed but also a reporter might want to arrange a more in-depth story. Well-written press releases that include details about the show--anything from the significance of the location to a specialty judge that was booked or even something unique about the volunteers--can dramatically increase your exposure and enhance the image of your event or facility. Press releases should be sent out both before your show, in the form of a Show Announcement, and after, as a Winners Announcement. (See section 8 for fill-in-the-blank forms for each.) Your exhibitors will love to see their names and accomplishments in print.

Here are a few tips for a successful release:

- The headline should get to the point. It should immediately convey why this news is important.
- Have a strong leading paragraph for your press releases. Answer the who, what, where, when, why, and how in summary. Make sure the first 10 words of your release are effective, as they are the most important.
- The body of the copy should be the details. Tell the audience that the information is intended for them and why they should continue to read it. Deal with the facts. Include a short “corporate” summary as well as any information about products or services that help establish your expertise. Also mention your location and specialties.
- Provide as much contact information as possible: the individual(s) to contact, address, phone, fax, email, web site address. The contact name should be someone who's available and capable of answering questions.

If writing is not one of your talents, contact a local college with a school in journalism, mass communications, or public relations. Ask one of the professors or instructors if they can recommend a senior level student who will be willing and able to write press releases and possibly feature articles for a minimal fee. Once your press release is written, make sure to send copies to the editor of the lifestyle or women's section of your local newspapers, parenting, family, horse and lifestyle publications. If you send press releases to television and radio stations, address them to the assignments editor.

If one or more of your local television and radio stations have a morning show or other locally produced show that covers local events, contact the show's producer and try to schedule an on air appearance. Again, this is more likely to happen if there are a lot of horse people in your community and the program has not recently featured someone else connected with a horse show. The chances of your getting on the air are greater if your show is very large, of local, state, regional or national importance for a particular breed or discipline, if one of the exhibitors is famous or has over come a huge obstacle to attend your show, or if you are offering a special class such as a costume, or game class that is visually interesting

Mailing list: While there are many factors that help a press release become successful (e.g. timeliness, newsworthiness, etc.), delivery technique is critical. (*Hint: Make sure your mailing list is as up-to-date as possible and includes the right editor name and address.*) Target your media audience by only contacting editors who write about your industry or topic. Find out the best way to contact your audience--by snail mail, e-mail, or fax.

If you don't have a mailing list, you can easily create one. Get all your committee members and other equestrian friends to supply you with the names and addresses of everyone they know who rides or shows. Call other local clubs, regional or state associations or stables and ask if they have a mailing list that they would give you. Some will, some won't, but it doesn't hurt to ask. Put all the addresses together and you will have your mailing list.

In the beginning, you want to find everyone you can in the hopes that you are offering something they may be interested in. As you gain experience, and your show gets a following, you'll be able to create a list that is more specific to your needs. Update the list as people go in and out of the horse business or you discover that some are not interested in showing. There is no sense in wasting postage on someone who doesn't show.

Posters: Signage in local retail outlets such as a tack shop, feed, or grocery store is a great way to generate entries and spectators. Make sure the poster is attractive and easy to read from a distance. Always check with the store's management for approval before hanging anything in a window or near the registers, or posting on a bulletin board or other location inside or outside of a place of business.

Flyers: Computer generated or professional designed flyers are a very cost-effective way to promote your show. These flyers should be attractive and easy to read, with all of the information people need to interest them in attending the show and to contact you to obtain registration forms. You can mail flyers to your mailing list or post them in local barns, feed stores, etc.. If you are planning to have lots of classes or divisions for young riders, try to post flyers in pediatricians' offices, and local schools. As

with posters, check with the management before you put out a stack of flyers or post them. If you don't feel that your are good at designing flyers, contact a local graphic arts school, or college program and see if you can find a senior level student who is willing and able to handle the task for a small fee. The effectiveness you may gain is well worth the investment.

Word-of-mouth: Tell everyone you meet about the show and encourage everyone associated with your show to do the same. Keep in mind, however, that especially for new shows, this is one of the least effective forms of communication. Word-of-mouth serves well as reinforcement of other types of promotion, for example mailing lists.

Contests: To create interest and "buzz" about your show you can have small contests, such as creating a logo design, a poster contest, or anything to bring an interesting twist to your event.

Internet: With this new age of the computer your organization's web page is a great place to advertise your show. Be sure to get your show class list up on your web page and use your e-mail to spread the word. Banner ads on other sites work as well.

Don't forget you can also place an ad in another horse show's program for more exposure.

## DONATIONS

You may think that obtaining donations is easy. However, it can be difficult because of the competition from other events in your area.

Donations are not necessarily monetary, although this is a great help in minimizing costs (see Sponsorships). They can take the form of gift certificates to an establishment, coupons, samples, or supplies and equipment, and individuals, groups, or organizations that want to support their community can donate them. All resources (cash and kind) should be recorded so an accurate record of internal and external costs can be calculated. Every little bit helps.

Have all show information at hand when speaking with a potential donor. You should prove your show a worthy cause and provide a potential donor with a list of benefits. If you are a registered charity, make sure that you provide the Tax Exempt Number. After the show, a follow-up thank-you letter should be sent telling the organization of the show's successes.

Here are some types of establishments that you may consider contacting for some items of interest:

Grain and feed stores: Ask for donations, sponsorships, samples, or ads, to post information and to leave sponsorship sheet in the store.

Grocery stores: Ask your local grocer to sponsor a class, purchase an ad (if you print them in the class list), or donate produce (carrots or apples) that can be sold at the show for horse treats. Also ask if you may put a sign up in their window.

Tack shops and other retailers: Ask your local tack shop for free vendor samples to give to competitors, put up posters to promote your show, to leave a sponsorship class list and sign-up sheet at the store, donations of prizes, ads to be purchased, discount coupons for competitors. One local tack shop in our area offers free refreshments to anyone who stops by after the show.

Food establishments: Local coffee shops, pizzerias, ice cream shops, bakeries, and so forth could put a coupon in a competitor's packet, or perhaps on the reverse side of the back numbers. This would be a great way for them to bring in new potential customers to their business. Have your announcer suggest these places as a great place to stop after the show.

Veterinarians, blacksmiths, and trainers: Ask for coupons, samples of vitamins or health products, or a special, limited time offer.

Clubs and organizations: Ask for their mailing list (or trade yours) or offer a discount to their members for showing.

Tack/vendor sales: Another way to raise money at your show is to run a tack sale or sell vendor space to jewelers or local artists to sell their products to the people who attend your event. Some vendor donations can be sold, auctioned, or raffled by show management. Selling vendor booth space can be fun and profitable! If you are selling booths for the day, you can charge a flat fee or a percentage of the vendor's show sales. Be sure the vendors have an area that is safe, clear of horse and vehicle traffic, and close enough to the main area that people will wander over during the event to shop. Sometimes it only requires that an area be roped off with yellow sign tape. (*Hint: Running a vendor sale several weeks before your show requires time and effort but could provide needed capital for your event.*)

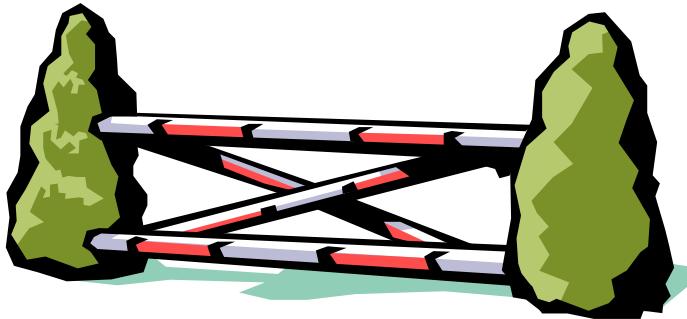
## SPONSORSHIPS

Sponsorships come in many forms. When approaching potential sponsors be sure to provide all the options that are available, what the cost of each option is, and the potential benefit sponsors will be getting in return for their investment. Personal contact is much more effective than simply mailing information. Whatever the terms of the sponsorship are, be absolutely sure you follow through with your end. If sponsors require any physical actions, e.g., signs, ads, banners, jumps, etc., be very clear about who is responsible for making, delivering, assembling, and disassembling. If an item is loaned, take very good care of it and see that it is returned promptly. Last but not least, a thank-you note after the show may ensure that your sponsors return. See also the report on "The Search for Sponsorship," following.

Award sponsorships: Many businesses would be very proud to have the name of their companies printed on the awards, whether they are ribbons or trophies or numbers. Be sure to remind your competitors of the generosity of your sponsors. Offer your sponsors the chance to be available in the ring for any special award presentations. A sponsor seating area is also a nice touch.

Multi-club shows: If your club or organization is small you may want to consider getting together with another group to co-sponsor the show. You could offer special awards, special classes, encourage friendly competition, lower your costs, and work from a larger volunteer pool.

Obstacle sponsorships: One way to keep costs and work-time down while increasing the attractiveness and profitability of your event is to offer obstacle sponsorships. Try to find people, organizations, or businesses to sponsor a jump. Invite all types of sponsors: 4-H clubs, pony clubs, civic organizations (police, fire, etc.), local retailers, friends, and family. Many times there is a fee of at least \$25.00 per fence but if you are just starting out you can set the price to whatever you feel your market will stand.



The fence sponsors will design the jump, present it in writing prior to the event to be checked for safety issues (not all people are familiar with horses--you don't want a jump to contain something frightening or harmful to your entrants), then show up either the day before or the morning of the show to build their creation. Usually this just includes the decoration: shows typically provide the poles, cups, and standards. They can use business signs or logos, themes, or flowers. If it is for a particular class you should regulate the time they must be there and a time limit to complete their fence.

Many shows run this as a competition, a way to incorporate and invite sponsors “into” the show. To make things more interesting, you can have judges or entrants vote for the top entries. It is always a good investment to provide awards for these; an extra set of ribbons for this is small change compared to the potential benefits provided by happy and proud sponsors. You can have a “pinning” ceremony in which a judge will go around and “pin” each of the fences with their placing--you might want to consider pinning the top three, then awarding Honorable Mentions for the rest. Otherwise the sponsor in twelfth place may not come back next year!

## SUMMARY

Running a successful event requires planning ahead, having a good team of people, organization, and hard work. But, it can be very rewarding in many ways. We hope that we have provided you with ideas and suggestions on how to run a successful equestrian event to help you accomplish this. Running a horse show can be your way of allowing horses and riders an opportunity to enjoy themselves in a competitive environment. Some riders compete for the thrill of winning, others for the experience, some to see how they fare in comparison to others and most, just for fun.

Not every group or discipline has been addressed and we mean no disrespect. We wanted to share our advice on what we know best, along with assisting the novice show manager or secretary with ideas. However, we hope that we have provided thoughts and ideas regardless of a person's equestrian experience.

There are many resources available to all equestrians to offer guidance and advice, many of which have standard rules and guidelines. Just to name a few: US Equestrian Federation, United States Pony Clubs, American Quarter Horse Association, United States Dressage Association, Appaloosa Horse Club of America, American Paint Horse Association, Arabian Horse Association, National Reining Horse Association, United States Eventing Association, Colleges and Universities with Equestrian Studies Programs, Local 4-H Extension Office of Agriculture, State or Regional horse associations, etc. Please feel free to contact them or research information on their web sites.

Please keep in mind that these are general suggestions offered to assist you in planning your show, and they should be modified or added to as appropriate for your particular circumstances. They are by no means inclusive of all planning issues that may pertain to your particular event, and they should not be construed as creating or limiting any legal duty to you, your show, or its participants. Hodges Badge Company, Inc. is not liable for any claims arising out of any aspect of your show.

Don't forget that Hodges Badge Company is your resource for ribbons, numbers and many other items you will need. Our best suggestions for improvement come from our equestrian friends, all over the world. If you have any suggestions as far as improving this Planning Guide, or other products or services that you think would be appropriate, please do not hesitate to contact Hodges directly:

Sales & Marketing Department  
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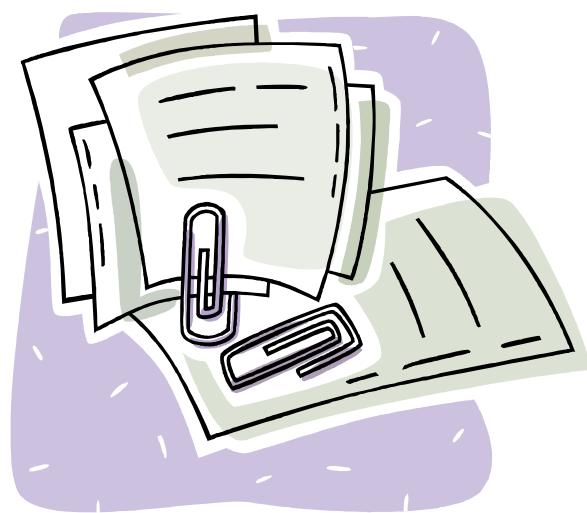
Have fun, be prepared and keep it safe and enjoyable. Best of luck running your event!



## 8: SAMPLE FORMS

### CONTENTS

1. Horse Show Checklist
2. Show Announcement
3. Winners Announcement
4. Show Secretary Supply Checklist
5. Volunteer Sign Up Sheet
6. Rosette Inventory Sheet
7. (Staff Member) Contract
8. Add/Scratch Sheet
9. Class Entry Form
10. Blue Ribbon Articles
11. IHSA Horse Show Guidelines
12. IDA Horse Show Guidelines
13. Publication List for Press Releases
14. Horse Show Budget Sheet





## HORSE SHOW CHECKLIST

- Date
- Location
- Budget
- Insurance
- Permits

### **STAFF**

- |   |   |
|---|---|
| <input type="checkbox"/> Show manager             | <input type="checkbox"/> Veterinarian               |
| <input type="checkbox"/> Show secretary           | <input type="checkbox"/> Scorer                     |
| <input type="checkbox"/> Judges                   | <input type="checkbox"/> Scribe                     |
| <input type="checkbox"/> Fence judge              | <input type="checkbox"/> Parking attendants         |
| <input type="checkbox"/> Announcer                | <input type="checkbox"/> EMT                        |
| <input type="checkbox"/> Ring master/Ring steward | <input type="checkbox"/> Publicity person           |
| <input type="checkbox"/> Stewards                 | <input type="checkbox"/> Photographer/Videographer  |
| <input type="checkbox"/> Gate attendants/Gateman  | <input type="checkbox"/> Hospitality coordinator    |
| <input type="checkbox"/> Ring crew                | <input type="checkbox"/> Trail/Jump course designer |
| <input type="checkbox"/> Farrier                  | <input type="checkbox"/> Clean up crew              |

### **RING MANAGEMENT**

- |  |   |
|--|---|
| <input type="checkbox"/> P.A. system/Technician      | <input type="checkbox"/> Whistle/Signaling device |
| <input type="checkbox"/> Announcer/Judges stand      | <input type="checkbox"/> Two-way radios           |
| <input type="checkbox"/> Suitable safe jumps/trail   | <input type="checkbox"/> Measuring tape           |
| <input type="checkbox"/> Fence numbers and flags     | <input type="checkbox"/> Timing equipment –       |
| <input type="checkbox"/> Ring fencing                | Electronic & stop watches                         |
| <input type="checkbox"/> Arena maintenance equipment |   |

**STABLE MANAGEMENT**

- Adequate electric/lighting
- Electrician
- Bedding
- Feed and hay delivery
- Manure removal
- Stalls
- Stall cards and stall chart
- Trailer/Car parking
- Wash racks/Designated area
- Water

**GROUNDS MANAGEMENT**

- Tools
- Temporary fencing
- Signs
- Drinking water
- Parking – Cars/RV
- Shade tents for people/horses
- Spectator seating
- Toilets/Toilet paper
- Trash cans
- Concessions

[Show Announcement]

**Editorial Contact:** (Your Name)  
 Company or Stable  
 Address  
 Phone #  
 E-mail address

**JUMP INTO THE SHOW SEASON WITH US!**

CITY, STATE (Date) - The (horse show series name), sponsored by \_\_\_\_\_, will be held on (date/s) at (stable/farm name) in (city, state). The goal of the show is to put on an exciting and rewarding show series for all ages and abilities to enjoy. Show manager, (name), is now accepting entries for each class. Riders must submit their pre-registration forms and fees (\$\_\_\_\_ per class) no later than (date). Attendance is free for spectators.

Winning competitors will receive ribbons for first through sixth place; Champion and Reserve Champion prizes will also be awarded. Catering to (discipline/s), our divisions include (list them). Whether a rider is just beginning or wants to compete at a higher level, all competitors at (show name) come to have fun. “The aim of the show is to encourage the riders and help them gain the experience to move into a more challenging level of competition,” said (show manager name).

(If your show has a sponsor, write a paragraph about the sponsor and why horse shows are important to them.)

(Write a brief paragraph about the stable here – Who owns the stable? What is important at the stable [boarding, showing, and lessons]? When are shows held? Lessons given? Why does the stable hold shows? How many rings/stalls are there?)

For more information about the show series or farm, contact: (name, phone, address, e-mail.)



#### [Winners Announcement:]

**Editorial Contact:** (Your Name)  
Company or Stable  
Address  
Phone #  
E-mail address

## **RIDERS OFFER IMPRESSIVE PERFORMANCE AT (NAME) HORSE SHOW**

CITY, STATE (Date) – On (date), (stable/farm name) held its horse show, sponsored by \_\_\_\_\_ . The show is unique in that more than (xx number) junior and senior riders from the local area who are on different levels, came to compete and have fun in the disciplines of (list them here).

The great thing about small barn shows is, “ \_\_\_\_\_,” said (name), Show Manager.

The class winners were:

(If your show had a sponsor, write a paragraph about the sponsor and why horse shows are important to them.)

(Write a brief paragraph about the stable here – Who owns it? What is important at the stable [boarding, showing, lessons]? When are shows held? Lessons given? Why does the stable hold shows? How many rings/stalls are there? How can the show/stable manager or trainer be contacted?)

For more information about the show series or farm, contact: (name, phone, address, e-mail.)

# # # #

## SHOW SECRETARY SUPPLY CHECKLIST

<b>ITEM</b>	✓	<b>ITEM</b>	✓
Add/scratch sheets		Paperclips	
Bailing Twine/String		Patterns	
Calculator		Pens/pencils	
Cell phone (if no regular phone)		Petty cash box	
Championship charts		Phone numbers & protocols	
Clipboards for officials		Portable radios/walkie-talkies	
Computer (if available )		Prize lists	
Copy of diagrams for judges		Programs	
Course diagrams		Ribbons, prizes & trophies	
Drug/medication forms if required		Safety pins	
Elastics/rubber bands		Sharpeners	
Entry forms		Show credentials	
First-Aid kit		Signs	
Hammer		Stapler	
Height cards		Tables and chairs	
Identification Badges		Survey forms	
Insurance forms on file		Tacks or push-pins	
Judges cards		Tape & Duct tape	
Master exhibitor list		Three-ring binder for class entry forms	
Master list of volunteers		Time schedules	
Markers		Trail course	
Numbers		Tool kit	
Order of go		OTHER:	
Page protectors			



 <p><b>Hodges Badge Co., Inc.</b>  <a href="http://www.hodgesbadge.com">www.hodgesbadge.com</a>  <a href="mailto:info@hodgesbadge.com">info@hodgesbadge.com</a>  <b>PHONE: 800-556-2440</b>  <b>FAX: 800-292-7377</b></p>	<b>ROSETTE INVENTORY FORM</b>		
	NAME OF SHOW:		
	Ordering Contact:		
	Phone Number:		
	Date of Inventory:		
	Date of Next Event:		
			Repeat of order: YES    NO    Order # if avail:
<i>Class Ribbons</i>	<b>Inventory</b>	<b>Qty for Next Event</b>	<b>Need to Order</b>
<b>First - Blue</b>			
<b>Second - Red</b>			
<b>Third - Yellow</b>			
<b>Fourth - White</b>			
<b>Fifth - Pink</b>			
<b>Sixth - Green</b>			
<b>Seventh - Purple</b>			
<b>Eighth - Brown</b>			
<b>Ninth - Gray</b>			
<b>Tenth - Lt. Blue</b>			
<b><i>TOTAL</i></b>			
Style name, code or streamer length, if known:			
<i>Champion &amp; Reserve Champion Ribbons</i>	<b>Inventory</b>	<b>Qty for Next Event</b>	<b>Need to Order</b>
<b>Champion - Blue, Red, Yellow</b>			
<b>Res. Champion - Red, Yellow, White</b>			
<b><i>TOTAL</i></b>			
Style name, code or streamer length, if known:			
<b><i>Other Ribbons &amp; Comments:</i></b>			
<p><i>This form is designed to make repeat ordering simple.</i></p> <p><i>We suggest leaving this sheet with your show files or on the outside of the ribbon boxes.</i></p> <p><b>1. After the show/event count the left over ribbons and fill-in the quantities above.</b></p> <p><b>2. For the next event fill in how many ribbons will be needed.</b></p> <p><b>3. Subtract the difference to calculate how many ribbons to order.</b></p> <p><b>4. Fax this back to our toll-free number, 800-292-7377, to place your next order.</b></p>			



## VOLUNTEER SIGN-UP SHEET

SHOW: \_\_\_\_\_

DATE(S): \_\_\_\_\_

SHOW  
SECRETARY/MNGR: \_\_\_\_\_

PHONE #: \_\_\_\_\_

LOCATION: \_\_\_\_\_

---

Your  
Name: \_\_\_\_\_

Day(s) available: \_\_\_\_\_

Address:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Time available: \_\_\_\_\_

Phone #: \_\_\_\_\_

Special talents/interests:  
\_\_\_\_\_  
\_\_\_\_\_

Experience with horses:      \_\_\_\_\_ none      \_\_\_\_\_ moderate      \_\_\_\_\_ extensive

Please mark your first and second choices for the available volunteer positions:

Ring crew (4) \_\_\_\_\_

Vendor  
Organizer (1) \_\_\_\_\_

Volunteer  
Organizer (2) \_\_\_\_\_

Secretary  
booth (2) \_\_\_\_\_

Set-up crew (5) \_\_\_\_\_

Concessions (4) \_\_\_\_\_

Ticketing (2) \_\_\_\_\_

Entry  
packets (3) \_\_\_\_\_

Equipment  
organizer (3) \_\_\_\_\_

Vendor (4) \_\_\_\_\_

Parking  
attendant (3) \_\_\_\_\_

Hospitality (2) \_\_\_\_\_

Clean-up  
crew (5) \_\_\_\_\_

Fence Judge (4) \_\_\_\_\_

Marketing/  
Publicity (1) \_\_\_\_\_

Computer Tech  
1) \_\_\_\_\_

Ringmaster (1/2) \_\_\_\_\_

Scoring (3) \_\_\_\_\_

Advertising/  
Sales (1) \_\_\_\_\_

Announcer (1) \_\_\_\_\_

Stabling (2) \_\_\_\_\_

Scribe (2) \_\_\_\_\_

Other \_\_\_\_\_



**(STAFF MEMBER) CONTRACT**

This contract, entered into on this (#) the day of (Month), (Year) is for the services of (Staff Member Name) as agreed upon and described below.

Staff Position: \_\_\_\_\_

Date of Show: \_\_\_\_\_

Location of Show: \_\_\_\_\_

Time of Show: \_\_\_\_\_

Wage: \_\_\_\_\_

Additional Terms: (Paid travel, hotel or meal expenses, time expected to arrive before show, etc.)

To indicate that the above terms are acceptable, kindly sign the enclosed copy of the agreement and return it. Unless extended in writing by us, this offer shall expire in 30 days from the date hereof, and any acceptance by you received by us thereafter shall not be binding upon us, unless we waive such requirement in writing.

If you have any questions contact (Show Manager/Show Secretary) at (Phone #).

(Show Manager's Name)

(Staff Member's Name )

(Signature / Date )

(Signature / Date )



CIRCLE ONE

ADD

SCRATCH

HORSE: \_\_\_\_\_

RIDER: \_\_\_\_\_

FARM: \_\_\_\_\_

ENTRY #: \_\_\_\_\_

CLASSES: \_\_\_\_\_

(available for purchase from Hodges Badge Company, Inc.)



## Name of Horse Show

This entry constitutes an agreement that the party making it, along with the owner, lessee, trainer, manager, agent, coach, driver, rider, and the horse connected thereto, shall accept and abide by the rules of the show, that every horse, rider, and/or driver is eligible as entered, that they will accept as final any ruling of the show management with respect to their conduct, and that each entry agrees to defend and hold \_\_\_\_\_, the show and any of their officials, directors, employees and agents , or other entities providing facilities or equipment for the show harmless from any claim, action, or suit for injury or loss, property damage or death sustained during or in connection with participation in the show, whether or not such injury or loss resulted, directly or indirectly, from the negligent acts or omissions of said staff, officials, directors, employees or agents of the show.

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Signature of Adult Making Entry or Guardian of Minor Making Entry

# Blue Ribbon Business

## Business Management and Leadership Topics for the Horse Industry



### *Building Your Mailing List*

by Lisa Derby Oden

**T**here are many ways to get your horse services and/or product into the mind of your client or buyer. Some of these methods are: advertising in newspapers, magazines, radio, television, billboards and other signage, direct mail, promotional materials with your logo, internet, telemarketing.....The list is a long one, and it can frequently be difficult to decide where to spend your marketing time and money. A good marketing plan will make use of a variety of tools based on who, and how many, that particular tool targets and reaches.

Direct mail is one of the most widely used marketing tools by small businesses. Your mailing list is the backbone of your direct mail program, and a valuable asset for your horse business. If you don't have a mailing list you can start now to build one. If you already have one, remember to go over it periodically to change, remove, and add names and addresses.

How do you go about building your mailing list?

- 1) Start with the obvious - your customers - past and present. Add your new customers as your business grows.
- 2) What associations are you a member of? Add these organizations to your list. Check with the association to see if their mailing list is available, and if there is a fee for it.
- 3) Who else does what you do? No two businesses are exactly alike. Your competition may have customers who are interested in some of your services/product, just as some of your customers may be interested in what the competition has to offer.
- 4) "Prospect" for names. Review trade publications and directories frequently. If you're at a trade fair, show, or other event pick up the programs and flyers. Many of the sponsors and patrons are good additions to your list. The yellow pages are another good source.
- 5) When you have an open house or other function that the public is invited to, or are advertising a special sale or product, have a drawing for a door prize or gift. The coupons that everyone fills out for the drawing then become new names for your list.
- 6) Written, telephone, and internet inquiries regarding your business can be part of your list. Just let the

inquirer know that you would like to keep them posted of new developments and offerings that may be of interest to them. If they are opposed to being on your mailing list, they will decline your offer.

- 7) Your suppliers and vendors can be part of your list.
- 8) Be sure to bring business cards with you when you are off your property. As you chat with your peers and colleagues at formal and informal meetings, there comes a time when you swap business cards. These people should be added to your list.
- 9) Local and industry press are an important addition to your list. You may want to decide whether you send this group your direct mail or a press release, or both.

The easiest way to maintain your list once you've started it is on a computer. If you don't have a computer and it's not in the budget for the immediate future, then outsource this task. Once the information is on a computer in a database you greatly increase your options for your mailings. The address information can be printed directly on labels; it can be sent via e-mail to your printer or copy where they can do all the addressing for you; and it can be stored on disk and given to your printer to access. The list can also be coded as you compile it so that you can do partial mailings to those with particular interests.

Now you're ready to go build your list, design a direct mail campaign, and watch your business grow!

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# Blue Ribbon Business

## Business Management and Leadership Topics for the Horse Industry



### *Promoting Your Equine Business*

by Lisa Derby Oden

**D**oes the thought of promoting your horse business leave you uncertain about where to start? You don't need an MBA to understand the basics and begin developing a plan. You will need time for creative thought, and feedback from peers, clients, and prospects.

The first step is to assess where you are right now. Sit down and list all the ways you currently promote your business. What tools do you utilize? These may include: business cards, letterhead, brochure or flyer, video, newsletter, press releases, advertising in local newspapers and trade publications, horse show class sponsor, rider sponsorship, website or internet ads, radio or television ads, t-shirts, ball caps, tote bags, referrals, collaboration with other businesses and organizations, speaking engagements or demonstrations, networking, trade fair booths, yellow pages, telemarketing, billboards, bus and subway ads, sky-writing, and open house.

Now think about how all this is working for you. Develop a chart that shows: what you spend monthly and annually on each tool, what the desired goal of each tool is, and what the actual results are. Are you attracting the clients you want and need? Are some areas of promotion costing more than what they generate for revenue? Is this a concern for you?

Next you will determine where the gaps are. Does the message you use to promote your business truly reflect your business? Talk to your peers and clients and ask for their honest feedback. Tell them you are looking to assess and improve where you can, and appreciate honesty more than politeness. Having said this, be prepared for it. Ask them to pretend they have just been hired to promote your business. What message would they use, and how would they go about spreading the word. Get this feedback from those people that are prospective clients as well. If possible, get input from people that no longer are your clients. Another way to determine your gaps is to prepare a survey that is conducted through the mail or over the

phone. This is best done by a consultant who will also provide confidentiality to the respondents.

Finally, set your goals. What do you want your promotion to achieve? Who is your audience? How can they best be reached? Are you looking for an immediate or seasonal increase? (Sponsoring a weekend clinic or lesson package). Are you looking to increase industry awareness of your existence? (Letting the general horse population know what and where you are). How much do you want to spend? All these factors will determine how you go about promoting your business.

Remember that the best promotion of all is a satisfied customer. Word-of-mouth is a powerful force. Your business can increase or decrease exponentially in a very short time depending on what kind of ripples you produce. If you know what you have to offer, reflect that honestly in your promotions, and then provide consistent service you will attract the client base you are looking for and build tremendous goodwill.

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# Blue Ribbon Business

## Business Management and Leadership Topics for the Horse Industry



### *Three Pronged Promotion Strategy*

by Lisa Derby Oden

**L**et's take a look at some common horse business marketing perceptions:

- 1) I tried advertising once, but it didn't work.
- 2) I don't need to advertise - I rely on word of mouth.
- 3) Marketing and advertising is the same thing.
- 4) I can't afford a marketing plan and don't have a marketing budget.

Marketing...advertising...budgeting.....planning.....

It's true that marketing is a broad topic. It can make any horse business owner dizzy to try to figure out how to get started. By building a fundamental understanding of marketing, you will take the first step to winding your way through this multi-faceted maze of options and opportunities. Formulating a three pronged promotion strategy is a good first step, and will form the backbone for any marketing you do.

#### **1) Image**

Image deals with how you will portray your business to your market and the general public. You'll want to come up with a tag line or slogan that gets the essence of your business across to the public. Examples can be found by flipping through any trade magazine publication:

Equine Affaire - The Great American Horse Exposition

Stetson - The Pride of a Lifetime

Absorbine - The Horse World's Most Trusted Name

Agway - The Winning Tradition in Equine Nutrition

Coming up with a tag line takes a little time and thought. Start by writing your business vision. Your vision is how you see your business in the future,

usually 10 to 15 years from now. After you've written a few sentences about your vision, determine what your mission is. Your mission is how you will achieve your vision.

We'll use my consulting practice as an example.

Blue Ribbon Consulting - Vision: To be a leading equine industry consultant that promotes industry quality and growth through education, excellence and professionalism. Mission: To offer services that provide business and economic development, marketing and professional workshops. Tag line: Good horsemanship is built on solid basics. So is good business.

It is well worth your time to figure this out. Whenever you are in conversation with someone about your business you will answer their questions about your horse business succinctly, efficiently, confidently and in a manner that demonstrates you've given much consideration to what you're doing. This in itself presents a professional image. One caution here - be sure that your image and marketing are consistent with each other. If you build an image that you are the Wizard of Oz, be sure that the public finds a Wizard and not someone throwing smoke screens and pulling levers and switches just to convince them that they are a wizard. You can put yourself out of business by marketing an image that doesn't match reality.

#### **2) Services/Products**

The next step is to make a list of all the services and/or products that you offer. Set up a chart that shows the features of each service/product. Features are descriptive. Then take it one step further and chart the benefits. Benefits are what or how the buyer/client is affected by using this service or benefit. Most people buy a service or product because of what it does for them. The benefits are the primary reason for making the purchase. The features are secondary. A basic example follows.

*Derby Farm*

<u>Service/Product</u>	<u>Features</u>	<u>Benefits</u>
Riding lessons	Balance seat	Build strength, confidence
	Beginner through	Solid foundation
	Advanced	now for future success continuing education; recreation; exercise
Boarding	Box stalls, pasture	Safe, individual care

**3) Special Events/Products**

Finally, list any special events you offer. List any seasonal, limited edition or custom products. As a horse farm, perhaps you offer a show, clinic, ride, workshop, or open house each year. As an instructor or trainer, perhaps you're available for demonstrations and talks. As a tack shop, perhaps you feature equine art and jewelry and offer an annual sale that brings in the artists and crafts people.

It is these three basic components that will form the backbone of your marketing efforts. Let's go back to the beginning to see how these elements address the perceptions we started out with.

## 1) I tried advertising once, but it didn't work.

There are many reasons that the advertising you tried may not have worked for you. You may not have had a clear image to get across to your market, so they may not have known what you offered. You may have advertised your features only, and not the benefits. Again, it's the benefits that really get your prospect to seek you out. Your advertising may not have let your prospect know how you are different than your competition. Any advertising you do must be consistent. A one shot attempt doesn't really give your market a chance to respond. Advertising statistics show that it takes an advertising message 8-12 times to impact a customer.

## 2) I don't need to advertise - I rely on word of mouth.

Word of mouth is a powerful marketing tool. If you have a clear business vision, mission, and slogan, you will be assured that a more consistent message is being passed along. A study conducted by GE found that word-of-mouth influences consumer decisions TWO TIMES more than advertising. You

can see the impact this has if the information is inaccurate, or negative.

## 3) Marketing and advertising is the same thing.

Advertising is one tool that you have in your marketing tool kit. Marketing is defined by Webster's as "all business activity involved in the moving of goods from the producer to the consumer, including selling, advertising, packaging, etc." Examples of additional marketing tools include business cards and letter head, press releases, direct mail, websites, and trade shows. There are many more than this. Make a list of all the ways you can think of that other businesses, horse and non-horse, promote themselves. Then consider how you can apply it to your business. Of course, you will make decisions about which ones will reach your market and be the most effective.

## 4) I can't afford a marketing plan and don't have a marketing budget.

You have taken the first step of putting together a marketing plan by going through the exercises outlined in this article. Additional steps include: research about your competitors; knowledge about the tools available, their cost, and demographics of their audience; and research about your customer base. As far as a budget is concerned - you are spending money on marketing whether you realize it or not. It's good to know how much you spend, where it goes, and what affect your marketing money is having. If it's not bringing in more business, you'll want to determine why and resolve the issue, or spend your money in other places. For example, do you spend money on a yellow pages ad? This is marketing, not phone cost. Do you sponsor a class at a horse show? Do you have t-shirts, jackets, pens, mugs or any other take-along with your business name on them? Again, consider the cost, and consider the response.

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# Blue Ribbon Business

## Business Management and Leadership Topics for the Horse Industry



### *Volunteers*

by Lisa Derby Oden

**J**ust think about all the activities in this country that rely on volunteer help! Town officials, fire departments, youth leaders and many more, this dedicated group provides the backbone for our organizations. The horse industry has many opportunities for volunteers. Volunteers run our horse shows, muck stalls, provide horse care, clear trails, provide therapeutic support for handicapped riding stables, give riding instruction, and perform a multitude of other organizational activities.

**Volunteer development** isn't a hit or miss thing. Its components are: understanding motivation, recruitment, training, and recognition/reward.

**What motivates someone to give freely of their time this way?** Many reasons can be given: because they were asked/invited, to have fun, to be creative, to work with friends, to serve the industry, to bring about change, to work with/around horses, to be outside, to add to or update skills and experience, to explore career fields, to be with people, to network, to use free time, to have recognition, to earn school credit, to work with youth, to be a resource, to travel, to be part of a team. List other reasons that you can think of.

**Why do volunteers stop?** Again, there are a variety of reasons: inadequate orientation/training, position requires more skill or time than volunteer can give, position is perceived as "busy work", no job description, no means for input and ideas, poor supervision, lack of recognition, lack of cooperation with other volunteers, burnout, leaders react negatively to new volunteer participation, position/activity misrepresented, no chance for "advancement".

**Where are volunteers found?** Using your experience and imagination, list the sources of volunteers that have already participated in the past on committees and projects. Think about the best ways to involve the different groupings that emerge from your list. Have a volunteer information sheet for new volunteers to fill out. It should include name, address, phone, volunteer activities that your group offers, skills and experiences, how much time volunteer has to commit. Once this information is in hand, a good volunteer opportunity can be matched to the individual. Your organization should create job descriptions for volunteer opportunities, as well as estimated time required for these. This makes

volunteering easier for everyone. Think about if you're asked to participate in something. If you can get answers to your questions, you're more likely to say yes. If the people involved aren't sure of answers, you may get cold feet.

**Volunteer training** may vary depending on the size of your organization. Training starts with orientation, and can be accomplished one on one or in a larger group of new volunteers. The history of your organization and structure, services provided, calendar of events, projects, and list of officers and staff should be included. Provide a list of tools and resources available to the volunteer, and brainstorm with them about others. Make guidance and support available. Pair new volunteers with experienced volunteers. Furnish a list and phone numbers of other committee members. Provide details about the project to be worked on. If training is available outside your organization, make these opportunities known as well.

Plan for **volunteer recognition/reward**. Thank your volunteers every opportunity you get. Thank them again. And then thank them again. Mention them in your press releases. Thank them in your newsletter. Have a volunteer recognition celebration. Give out awards. Build an incentive system from number of hours served.

A diverse group of volunteers offers a strong network of talents, skills, ideas and connections. They have the resources and provide the services that contribute greatly to your group's success. A happy volunteer is a tremendous asset, and will spread your group's good word to many others.

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# Blue Ribbon Business

## Business Management and Leadership Topics for the Horse Industry



### *The Search For Sponsorship*

by Lisa Derby Oden

**I**S your horse business or association running a horse show, clinic or expo that you'd like to beef up?

Are you a competitor, trainer, or instructor looking for backing to perform to your potential?

Is your horse association or non-profit looking for more support in carrying out your mission?

Sponsorship is one way to bring new resources to these horse-related pursuits. Sponsorships can provide financial support, in-kind support (goods or services), and third party endorsement. Perhaps this sounds too good to be true. But the key to developing sponsors is to realize that it is a mutual relationship. You benefit and the sponsor benefits. The sponsor can benefit in a variety of ways that include: increased exposure for their company or product to an attractive market; tax deduction if the event or organization is a 501-c-3 non-profit; increased good will for their business image; third party endorsement of their business or product.

Since you are the one looking for sponsorship, it is your responsibility to develop and maintain the relationship. You must be able to demonstrate the value of your mission, function, or talent. You will want to provide a profile of who your market is and the exposure you can provide in that market. Another key to success is a consistent communication system with your sponsors and prospects. Like any relationship, if neglected or undervalued the sponsorship may dissolve.

#### **When should I look for Sponsors?**

This is a year-round activity that should not wait until 2 months before you need the funding. If you are starting the first time 2 months before the funding is needed, be realistic about your goals this first time around. Many of the businesses that you approach will have a long list of people and groups approaching them for sponsorships. Often they have developed a policy for contributions and sponsorships. You will want to do a little research as you go along to find out as much about your sponsors needs before you contact them with your request. They will be more impressed with you if you can demonstrate that you know about them. Create a file on you sponsors that shows:

- 1) Contact person and title
- 2) How often they make their donation decisions and when

- 3) What type of activities, projects, groups they give to
- 4) Who their customers are, and why you offer a good audience for their product or service

You may approach a sponsor to discover that their "giving cycle" has just passed. This should be noted in your files, and you can approach them earlier next year. Or your prospect tells you they only give to youth projects. Note this too, and determine if there are ways you can tailor their needs to yours.

#### **How do I develop a sponsorship program?**

- 1) Determine your sponsorship goals - List merchandise, money, both and targeted amounts
- 2) Brainstorm a list of possible sponsors - family, friends, corporate. Remember that the employers of those on the organizing committee or board of directors may also be approached
- 3) Create a file about each possible sponsor that catalogs all that you know about them and their possible needs/markets for sponsoring you.
- 4) Make a calendar of your years goals and activities - location, number of people that attend
- 5) Create a demographic profile of your audience - number of people, income range, buying patterns, etc.
- 6) Prepare a budget projection for you event, project or cause
- 7) Brainstorm all the possible opportunities that you can provide the sponsor. These will vary according to whether you run events, work for a cause, or are a well-known talent. A few ideas follow:
  - a. Logo on you banner
  - b. Their corporate banner displayed at functions
  - c. Their logo in a program
  - d. Name announced throughout the day at your functions
  - e. Their product displayed at your functions
  - f. Banner on your website
  - g. Link on your website
  - h. Their logo in your display advertising
  - i. Their logo on your requests for info

- j. Listed in your press releases as a sponsor
  - k. Their logo on a polo shirt that you wear places
  - l. Logo on any mailings you do
  - m. Staff a booth they may have at a trade show
  - n. Availability to attend one of their events/functions
  - o. Show rings, tents, exhibit area can all be named for a sponsor for the duration of the activity
- 1) Determine level of benefits for level of contribution - for example a \$100 sponsorship gets a link on your website, \$500 gets logo and link on website, plus logo in program at your functions
  - 2) Break your activity, event or cause up into 'sellable' components. Determine a dollar value for each component.
  - 3) Build in a little flexibility to hear ideas the prospective sponsor may have too.

#### **How do I approach the prospective sponsor?**

- 1) Put together a sponsorship package that you take with you when you meet with prospects. You can include:
  - a. Demographic profile of your audience
  - b. History of your business/association/event
  - c. List of board of directors, organizers, or committee; titles; and who else they represent
  - d. Resume and/or list of accomplishments if you are an individual seeking sponsorship
  - e. Past show list or show programs
  - f. Sample ads about your event or cause
  - g. Press releases about past events
  - h. Newsletter if your group/event has one
  - i. Business card or contact form
  - j. Suggested levels of donation/sponsorship, and/or list of "sellable" components
- 1) Make an initial contact either with a phone call or a letter. Follow-up by sending a thank-you for their time, if you are unable to proceed beyond this point. Offer to send information about your project.
- 2) Set a time for a meeting - try to keep it brief, as these folks are very busy. Let them know you only want 15-20 minutes of their time to share the opportunities you offer that they might not currently be aware of.
- 3) Take your sponsorship package to your meeting. Be brief and professional. Open with a concise overview of your organization and this project. Move on to the demographics of your audience. Inform them of the sponsorship levels. (You may decide ahead of time the level that you think they can give at. Make this suggestion, but be ready to indicate

that there are other options - both higher and lower - if they seem reluctant.) Try to match your sellable components to their needs during the meeting.

- 4) If you are turned down on the spot, try to determine why politely. This may be something you can address in the future. Or it may be something beyond your control. For example, they may have just reduced their budget for this type or request.
- 5) Let them know that you will follow up and when. Then be sure that you do. If they are not able to help this time, they may be able to in the future or on another project that you have.
- 6) Send a thank-you after all is said and done. Put them on your mailing list so they have you on their radar screen for the future.

#### **Prior to the event -**

Make sure you get logo artwork in plenty of time for what you've agreed upon. Or if you have agreed to display their banner, make sure you have it when the events rolls around. Send an invitation to your sponsor for the event. If they can come, have a "sponsor ambassador" available to show them around and answer questions. Publicly acknowledge that they are there.

#### **Following the Event -**

- 1) Send another thank-you. If they weren't able to attend, let them know what a success the event was. Send them follow-up press releases about the success. Send some of this information to the prospects that weren't able to help you this year too.
- 2) Keep adding to your prospective sponsor list as you attract new people on your organizing committee. Start the entire process all over with these folks.
- 3) Keep your sponsors on your mailing list for additional contact during the year. Perhaps a holiday card gets sent; newsletters if you have them; FYI note with exciting new features or activities. Don't deluge them with information, but do let them know that your operation continues to grow and is thankful for their support and part in that growth.
- 4) Remember to contact past prospects that have indicated "Not now, maybe next time." Refer to your notes about the proper time of year to make a request and about what their giving needs might be.

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## **GUIDELINES FOR SHOW MANAGERS**

The following pages will outline some basic *guidelines* for efficiently managing an IHSA horse show. Certainly, each region has its own concerns and problems, and what works in one place may not somewhere else. As a horse show manager, you have two responsibilities, which must ultimately be balanced and satisfied:

- 1. You must uphold the policies as set forth in the IHSA RULES and by the IHSA National Board of Directors, for all dealings within your region.**
- 2. You must serve the individual and unique needs of your region.**

The following pages are divided into topics that must be addressed at particular times before, during and after each show. We hope this guide makes your life just a little easier. The IHSA Show Standards Committee would like to thank Sally Batton for creating these guidelines and Larry Sanchez for helping Sally with the western guidelines. We will be updating this guide from time to time, we would be interested to hear some of your ideas that have helped you manage your horse show.

## **Months Before the Show**

- 1) Establish your show date. Most regions establish their fall show dates in the prior spring and their spring show dates in the fall, or even sooner. Have handy an academic calendar from your school to prevent the show dates from conflicting with major school events, if possible.
- 2) Hire the judge. Judges must be “r” or “R” rated from the USA Equestrian or from the AQHA list of judges for Western shows. A roster of USA Equestrian licensed officials may be obtained at no cost from the USA Equestrian office. Their phone number is (859)225-6920. Get a verbal agreement over the phone or email and then follow up with a judge’s contract. If you use an unrated judge all coaches must sign off on that judge in writing by closing date.
- 3) Hire the necessary medical personnel. You must provide qualified medical personnel on the grounds at all times when the show is in progress and an ambulance on the show grounds or on call.

Order ribbons and trophies. You’ll need 1<sup>st</sup>-6<sup>th</sup> ribbons for all your regular classes, plus High Point College and Reserve High Point College and High Point Rider and Reserve High Point Rider ribbons. Hodges Badge Company can be reached at 800-556-2440 or [info@hodgesbadge.com](mailto:info@hodgesbadge.com).

Mention IHSA when ordering. High Point College and High Point Rider should also receive a trophy. Trophies can be the traditional silver bowls or plates or be creative and present picture frames, horse coolers, or even gifts donated by a local shop in exchange for an ad in your program.

- 4) Hire the concessions. The easiest way is to hire a food truck or local eatery to “cater” your show. You could also establish this as a fund raiser, either for your team, or ask your local Pony Club or 4-H group.
- 5) Establish 3 Stewards. Call or email to make sure they will be at the show! A Steward can NOT be an undergrad member of IHSA or an undergrad student attending the institution hosting the show.

## **One Month Before Show**

Send the prize list at least one month prior to the show date. The prize list must contain the name of the judge, name and address of show manager, date, location and phone number for show (and in may cases email address), time of registration and start of the show, closing date of entries, information about food and hotels, amount of entry fees, disclosure statement. The entry blank must contain an IHSA waiver signed by the school representative. If entries are emailed be sure to have a signed IHSA wavier (signed by the school representative) and most facilities and/or host schools require a wavier signed by each exhibitor.

- 1) Establish other show personnel, such as warm-up riders(no competitors), paddock master, gatekeeper, ribbon runner, show point keeper, horse draw personnel if needed, announcer.
- 2) Hire port-o-johns if needed.
- 3) When entries arrive, assign riders to sections of classes. Many regions “hire out” the program making and one person does all programs for the region, or even does it through a computer program. If this isn’t possible, competitors should be randomly entered into the various sections. For example, if Dartmouth has entered 7 riders into Novice Fences, the sections would be assigned right down the list (the first novice fence rider into 4A, the second rider into 4B, the third into 4 C, the fourth into 4D, and then back to 4A, 4B, 4C until all riders are placed).
- 4) Start typing up the program. The program should contain the name of the judge, where the show is held (**THE ZONE AND THE REGION SHOULD BE ON THE COVER**), the names of the Stewards, the names of the show officials, horse description/crop or spur chart, an alphabetical list of exhibitors by school with their numbers and class sections entered, the classes listed in order, with a numerical list of exhibitors in each class, the tentative time

schedule of classes and any ads collected by the host school. The Perri's Leather ad must be on the inside front cover, the Weatherbeeta ad on the outside back cover and the AQHA ad on the inside back cover. You can also include your team roster, either just a simple list or even photos.

- 5) Make sure your Zone, Region, host school and show date are printed on the front cover.
- 6) Take the program to be printed.
- 7) Send out a press release to your school and the local papers telling of your show date and any "human interest" stories. The more coverage your team gets, the more attention they get from your school!

## **One Week Before the Show**

- 1) Assign horses to classes. Decide which horses will go in which classes (fences, flat, reining, and rail).
- 2) Pick up programs from the printer. Make up school packets (programs, point rider forms, add/drop sheets, etc.)
- 3) Make up the judge's card with class descriptions. Provide judge with copy of IHSA tests. Have judge's cards on a clipboard in the exact order that the classes will be ridden in the show.
- 4) Establish order of go if different from listing in program. In our region jumping order is determined by the horse draw sheets.
- 5) Make up a horse description sheet with a brief description and if they need a crop or spurs. Some schools go further and give a description of how the horse goes and some tips for riding the horse, a picture could also be included to help in identifying the horse. Some schools put a white ribbon in the tail of the horses that need simple changes.
- 6) Make up the jumping course chart or sheets. The jump courses can be posted on one poster or written on a piece of paper, copied and then handed to each school. All fences must have wings at least 12 inches higher than the top of the fence and ground lines are mandatory.
- 7) Reining patterns can be copied directly out of the IHSA rulebook along with the written description of the pattern. Horsemanship patterns can be provided by the Judge, and like the reining pattern, need to be posted at least one hour prior to the start of that class. Make sure you have cones available for reining and horsemanship patterns.
- 8) Designate warm-up riders (may not be competitors). Most stables look to their community program for help here since most team members will be competing.

- 9) Provide badges for Judge and Stewards and medical personnel.
- 10) Get farm, arena, jump courses, and horses prepared for show day. You want all your horses neatly groomed, trimmed and bathed. Many schools also braid, and band. Set the jump course and "dress" the jumps with plants or flowers. Set trashcans around arena where spectators gather. Clean the tack and make sure saddle pads are clean. In cooler climates, make sure horses each have a cooler to stay warm.

## **Day of the Show**

- 1) Feed all horses and muck stalls before any competitors arrive.
- 2) Fully groom all show horses.
- 3) Tack up and school horses over jumping course. All horses to be used in over fences classes must be schooled over the courses prior to the show. The last school must be done without spurs.
- 4) All western horses need to be schooled in the maneuvers that are to be performed in reining, as well as the horsemanship patterns. If the horses are to be shown one handed, the final school should be done with one hand. Horsemanship horses need to have spurs removed in final school.
- 5) Allow time after schooling and prior to the show for exhibitors and coaches to walk the course.
- 6) Point riders must be registered with the score keeper or secretary prior to the first draw. If posting, all point cards should be posted after they are all turned in.
- 7) Post horse draw if done by Stewards. If horses are drawn out of an envelope, do it all before the jumping classes or have riders draw before their class.
- 8) Set aside 5 official programs and mark all scratches, adds and substitutions. Have announcer work from one official program.
- 9) Have announcer, ringmaster or jumpmaster, and other various personnel carry walkie-talkies. Communication between your personnel will make the day run smoother.
- 10) Tack up horses and present to ring for first class to mount. Remind all coaches and riders that only a Show Steward or horse holder can adjust tack in any way.

- 11) Have show point keeper keep track of team point totals for the day. Also keep track of High Point Rider standings for the day. One easy way is to write down all first and second place winners of all jumping sections and then track their flat standings.
- 12) A good idea is to have a “horse master” that makes sure the horses are tacked up and ready for their classes. This person would keep a master list of when each horse goes in each class.
- 13) Champion and Reserve Hunter Seat teams shall be determined by totaling the scores of the top 7 of the 8 designated point riders from each team. All 6 scores count for the Western team score.
- 14) Properly cool down and put away all horses used in the show and clean up all show areas.
- 15) At end of day pay judge, medical and any other personnel requiring payment.
- 16) Provide 5 official copies of the program to the Regional President with all scratches, additions, substitutions and class results (including high point and reserve rider)
- 17) Send \$4 per entry to the Regional President.
- 18) Provide Regional President with all judge’s cards and team point sheets for the day.
- 19) To promote your team and your show, send in the show results to the school, local paper and even The Chronicle of the Horse. Local papers should get the results on show day, The Chronicle of the Horse requires results within 10 days.

# **Some Examples For Your Use**

## ➤ IHLA WAVIER

“This entry constitutes an agreement and affirmation that the institution making it, and each of its riders, coaches, and trainer shall accept and abide by the Rules of the IHSA and the Show, that each rider is eligible as entered, that they will accept as final any rulings of the IHSA with respect to their conduct and that the Institution and each entry agrees to defend and hold the IHSA, its directors, officials, and employees, and all persons, stable, or other entities providing facilities, horses, or equipment for the Show, harmless for any claim, action, or suit, for injury, property damage, or death sustained during participation in the show by the Institution or its riders, coach, trainer or visitors.”

---

College Representative

## ➤ POINT SHEET – see “Forms” under “Show Materials” on the IHSA web site

(can have a printer make triple carbon copies – one for President School, one for Coach, one for Show Secretary)

## ➤ OVER FENCES JUDGE’S CARD

# ANY UNIVERSITY HORSE SHOWS

## Judge's Scorecard

Class Number: \_\_\_\_\_ Class Name: Open Fences

Open Riders are those who have won an USAE Medal or Equivalent 3'6" class in recognized competition, ever competed in combined training events at preliminary level or higher, USET or Young Rider competitions, dressage tests 4<sup>th</sup> level or higher or Pony Club riders rated "A".

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**1**      **2**      **3**      **4**      **5**      **6**      **7**

➤ HORSE DESCRIPTIONS

## HORSE DESCRIPTIONS

	<u>CROP</u>	<u>FLAT</u>	<u>FENCES</u>
ATTACHE'	Yes	Well Broke	
BABE	No	Well Broke	May skip through changes
BEN	No	Well Broke	Builds
BOMBAY	No		Light seat , soft hands
BRAD	Yes	Well Broke	
BRUMMELL	Yes	Set up for canter	
COWBOY	Yes	Well Broke	
FHILAGREE	No		Soft hands
GORDON	Yes	Well Broke	
JUBILEE	No	Well Broke	
LAZER	Yes	Well Broke	
LISA	No	Well Broke	
LUMINARY	No		<i>Simple changes</i>
O'TOOLE	Yes	Well Broke	Balance in turns
PRESTO	Yes		Well Broke
RINGO	Yes	Well Broke	
ROSIE	No	Quiet ride	Builds
SIDES	Yes	Well Broke	
SOLO	Yes	Set up for canter	
SULLY	Yes	Long Stride	
TAILOR	Yes	Well Broke	
TALISMAN	Yes	Well Broke	
TOBY	Yes	Set up for canter	<i>Lazy, keep bright</i>
WILLIAM	Yes	Well Broke	
WIZARD	No	Soft hands	Light seat, soft hands

## **Another Example**

### **OVER FENCES**

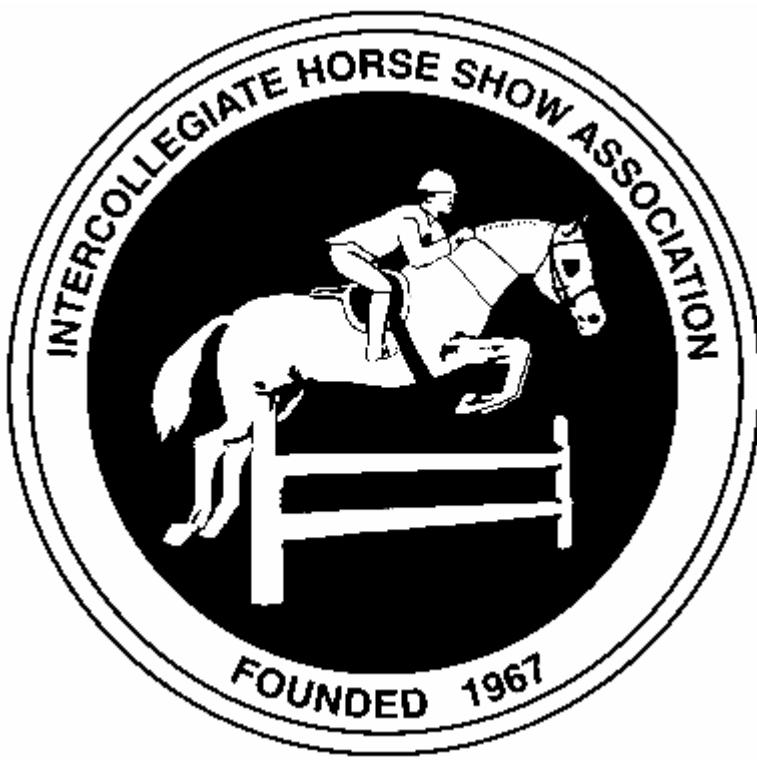
BEN	16:2H grey gelding, forward, balance in lines
CHESSIE	15:2H mare, can do distances or adds, plan
COWBOY	16:0H chestnut gelding, plan for adds
FILIGREE	15:2H chestnut mare, good
GIN	16:1 H grey gelding, balance in turns
GORDON	15:3 H bay gelding, plan for adds
IVORY COAST	16:2 H grey gelding, can do distances or adds, plan, stick
KATAKEE	16:1 H bay gelding , forward, balance in lines
KESTREL	16H chestnut mare, good
KNIGHT	16 H bay gelding, adds, simple changes, stick
LISA	15:3 H bay mare, simple changes, balance
LUMINARY	16:3 H chestnut gelding, simple changes
OTOOLE	16:3H bay gelding, good
PHANTOM	15:3 H bay gelding, forward
ROYAL	15:2 H bay mare, good
SAMMY	15:3 H chestnut gelding, plan for adds, good, stick
TALISMAN	15:3H chestnut gelding, plan for adds, stick
WILLIAM	16:1H bay gelding, keep straight, stick

## ON THE FLAT

ATTACHE'	16:2 H bay gelding - good
BANDIT	15 H app gelding - stick
BEAU	16:3 H bay gelding - good
BEN	16:2 H grey gelding - good
BENNY	15 H app gelding - good - stick
BREEZY	16H grey gelding - good - stick
COWBOY	16:0 H chestnut gelding - good - stick
DODGER	16 H chestnut gelding - good
FILIGREE	15:2 H chestnut mare - soft hands
FLIGHT	15:1 H bay mare - soft hands
GIN	16:1 H grey gelding - can get on forehand
GORDON	15:3 H bay gelding - stick - good
IVORY COAST	16:2 H grey gelding - good - stick
KALIF	16:2 H bay gelding - good - stick
KATAKEE	16:1 H bay gelding - soft hands
KESTREL	16 H chestnut mare - good
LILLY	16:3 H chestnut mare - keep balanced
LISA	15:3 H bay mare - good - stick
LUMINARY	16:3 H chestnut gelding - keep leg on - stick
MONDAY	16:2 H bay gelding - good
O'TOOLE	16:3 H bay gelding - good
PHATHOM	15:3 H bay gelding - good
ROYAL	15:2 H bay mare - good
SAGE	16:3H chestnut mare - good - stick
SHAKILIA	15:1 H bay mare - keep leg on
SWEET GRASS	15:2H chestnut mare - quiet hands
TALISMAN	15:3 H chestnut gelding - good - stick
WILLIAM	16:1 H bay gelding - good – stick

➤ COVER PAGE

# ANY UNIVERSITY IHSA HORSE SHOW



**ZONE 13 REGION 4**

**Friday, October 21, 2010**

Any University  
Anywhere, USA

➤ OFFICIALS PAGE

# ANY UNIVERSITY INTERCOLLEGIATE HORSE SHOW

**ZONE 12    REGION 2**

OCTOBER 7, 2001

**JUDGE:** Mr. John Doe, Pooler, GA.

**STEWARDS:** Mr. Sam Gerald, Washington University  
Mrs. Sarah Johnson, Madison University  
Mrs. Carolyn H. Wilson, Anderson University

**DRAW TABLE:** Jane Durbin

**ANNOUNCER:** Kim Smith

**SHOW SECRETARIES:** Sherri Bostwick and Alicia Salo

**COURSE DESIGNER:** Sally Jones

**SHOW STABLE MANAGER:** Katie Minniear

**COACHES MEETING & REGISTRATION:** 10 am, Any University Judging Pavilion

**SHOW BEGINS:** 11:00 am

**LIMIT:** 5 rides over fences and 10 rides on the flat

**ENTRY FEE:** \$20.00 per class

**CLASS SCHEDULE:**

<b>8</b>	Open Fences
<b>7</b>	Open Flat
<b>6</b>	Intermediate Fences
<b>5</b>	Intermediate Flat
<b>4</b>	Novice Fences
<b>3</b>	Novice Flat
	<b><u>HIGH POINT RIDER AWARD</u></b>
<b>2B</b>	Advanced Walk, Trot, Canter
<b>2A</b>	Beginner Walk, Trot, Canter
<b>1</b>	Walk, Trot
	<b><u>HIGH POINT COLLEGE AWARD</u></b>

➤ A QUICK CHECK LIST

## IHSA HORSE SHOW CHECK LIST

\*\*\* 6 MONTHS BEFORE \*\*\*

- hire judge
- send contract

\*\*\* 3 MONTHS BEFORE \*\*\*

- be sure judge's contract is back
- book room for judge (get conformation number)
- order ribbons and other awards for show

\*\*\* 1 MONTH BEFORE \*\*\*

- arrange horse holders
- send out prize list
- start program (everything except riders)
- check jumps for any painting or repairs
- make arrangements for emergency personnel  
to be on the grounds
- arrange P.A. system and walkie talkies
- book an announcer
- organize a concession stand

\*\*\* 10 DAYS BEFORE \*\*\*

- talk to judge
- receive all entries

- make any signs needed

- cut cedar

**\*\*\* 1 WEEK BEFORE \*\*\***

- check all shoes

- set up judge's stand

- talk to braiders and horse holders

- be sure all horses are clipped and have manes pulled

- label judge's cards and set up clip board

- complete program

- work arena

- build course

- school horses

**\*\*\* 3 DAYS BEFORE \*\*\***

- make horse list

- print names of horses for draw

- find something to draw from

**\*\*\* 1 DAY BEFORE \*\*\***

- school horses

- organize school's packets

1. program

2. release forms

3. horse list

4. any extra stuff

- wash all saddle pads and wraps

- put up tents

- work arena

\*\*\* DAY OF \*\*\*

- final school of horses

- braid horses

- work arena

- five completed copies of the program to give to president college at end of show

- judges cards to president at end of show

\*\*\* TWO DAYS AFTER SHOW \*\*\*

- send check to president college (\$3 per ride)

- press releases concerning show results

## IHSA JUDGING SUPPLEMENT

What every IHSA judge should know...

### **OVERALL JUDGING:**

As an Intercollegiate Horse Show Association judge, we ask that you take into consideration the uniqueness of intercollegiate horseback riding. Riders today will be on unfamiliar horses and will not have the opportunity to ride their mounts before they enter the arena to be judged. The show horses will be warmed-up by non-competing members and the riders will not have been on any other horse before they ride that day.

The key to judging the IHSA is to look for the rider who is the most effective and the most capable, regardless of their mount. For example, a rider who draws the "worst" horse but is an outstanding rider and shows their remarkable ability should place higher than a mediocre rider who does very little on an extremely nice horse.

Although the IHSA Rule Book provides a brief description of the judging requirements for IHSA shows, we have put together this supplemental document in order to better prepare you for judging our shows. Please make special note of the information and contact the hosting school with any questions you may have. You can also contact our Regional President (the host school can provide you with contact information for the current Regional President).

### **WESTERN JUDGING:**

In the IHSA, Western classes are based on the RIDER'S *equitation*. They are not "horsemanship" classes as such (although the class title does lean towards that impression). The focus is on the rider, not on the horse or the horse and rider pair.

- All tack is acceptable, and the show stewards will check for safety. Thus allowable tack items include, but are not limited to: *Tie downs (even in rail classes), snaffle bits, hackamores, splint boots, skid boots, bell boots, etc. (these items may be used as the show management feel necessary)*
- Riders should NOT be penalized as to horse height issues (ie. Small rider on big horse or tall rider on short horse) *All horse draws are RANDOM. Riders have no control over which mount they are given. Please talk with the stewards and/or show management if you think a horse is inappropriate.*
- In reining classes, simple changes or flying changes are determined by the posted reining pattern.
- Riders can hold the reins in whichever hand they prefer (left versus right), and it is acceptable to ride a horse in a snaffle bit with two hands.
- You are invited to test riders (especially in rail classes) per the guidelines in the Rule Book. It is not necessary to test ALL competitors (oftentimes, testing just the top two or four is appropriate). You may also ask riders to switch horses, especially when there are varied abilities of horses in the same class. Tests and rides switched can be short and simple, per your discretion. Please check with show stewards if you have any questions regarding this issue



*How to Host  
An  
Approved Show*

Hosting an IDA show gives you and your school many opportunities including the chance to showcase your facilities, horses, riders and riding program while your team earns points to qualify for further IDA competition.

With a little time and preparation, hosting an IDA recognized show can be an enjoyable and rewarding experience. The following steps are provided to make the task as easy as possible.

## **At Least Eight Weeks Before the Show**

### **I. Observe an IDA Recognized Show Held at Another School or College**

It is advisable that a representative from your school or college attend an IDA recognized competition hosted at another facility. This allows you to see how things are done before attempting to host a show of your own. Visiting another show also allows you to ask questions and receive valuable advice from others.

### **II. Read the Rules**

In order to know exactly how the tests are set up and who qualifies to ride at the various levels, you must be familiar with the rules governing the IDA and IDA recognized competitions. The IDA rules also tell you what qualifications the judge must have, as well as providing you with a list of other important show positions that must be staffed and the qualifications for each. If you don't have a copy of the IDA rules and standards, you may download them from our website at [www.teAMDressage.com](http://www.teAMDressage.com).

Read through the rules a few times to make certain you understand them. If anything is not clear, contact your Regional Representative for clarification. You don't have to memorize the rulebook, but a familiarity with the rules assures that your show is run correctly and that you will know where to find information when questions or conflicts arise.

## **At Least Six Weeks Before the Show**

### **I. Set the Date**

Find a date that works well for you and the majority of the schools in your region. Have at least one or two back up dates just in case your original date is unavailable.

Submit your proposed show dates to your Regional Representative for approval. To increase your chances of getting the date you want, contact your Regional Representative as early as possible. You must have your Regional Representative's approval for your show date for your show to be considered IDA recognized and the points awarded counted towards regional and national standings.

*\*Note: It is easier for teams to plan their show calendar if all IDA regular show dates are scheduled before the beginning of each semester.*

## **II. Book the Judge**

IDA recommends that all IDA recognized shows have a judge who holds a US Equestrian Federation little "r" in dressage or better. A USDF "l" graduate may be used if a US Equestrian Federation judge is unavailable. *\*Note: The current roster of licensed officials and their contact information may be ordered from US Equestrian Federation – www.USDF.org. USDF "l" graduates are listed on the USDF website – www.usdf.org.*

It is advisable to use a particular judge only once per semester in a region, so verify that your proposed judge has not made a commitment to host any other IDA recognized competitions in your region during the same semester.

Ask if the judge has worked at previous IDA shows. If not, advise the judge of the unique circumstances involved with an IDA recognized competition, so she/he can better evaluate the riders. These unique circumstances include: coefficient changes of gaits and riders position, leg protection is permissible; horse may go up to three times in one class, etc. Make certain that the judge is aware that IDA riders are riding unfamiliar horses and have only ten minutes to warm up on them. It is always a good idea to send judges new to IDA competition a copy of the IDA Rules and Standards

Have a judge's contract put together that includes the date and agreement for hours of judging, scheduling of breaks and monetary compensation, travel, hotel and meal expense reimbursement and any other special considerations you or the judge may require.

## **III. Order Your Tests**

Order the appropriate tests for your competition from the USDF at [www.usdf.org/store/dressagetestorderform.pdf](http://www.usdf.org/store/dressagetestorderform.pdf) (phone: 859-971-2277) or US Equestrian Federation –[www.USDF.org](http://www.USDF.org) (phone: 859-258-2462). US Equestrian Federation has tests for training level and up, USDF has test from walk/trot and up.

Change the coefficients on your tests before the show. Gaits change from 2 to 1 and riders position changes from 2 to 3.

## **IV. Order Your Ribbons/Prizes**

It is recommended that you provide five (5) ribbons total for each team – one for each team member and one for the school. You should do so for at least the champion and reserve champion team ribbons. You may also do this for each place pinned if you desire and your budget allows.

You may use your college or school logo, or the official IDA logo. You may order from any ribbon or badge supplier of your choice. Hodges Badge Company has the IDA logo on file for your convenience. <http://www.hodgesbadge.com/> (phone: 800.556.2440)

You can often save money on ribbons if you order for more than one show at a time. You may also get together with other host schools in your area and order for all shows at one time. In such cases where more than one school will be using the same ribbons, it works best if you use the IDA logo on the ribbons.

## V. Book a Facility

You will need an appropriate facility that will allow you to show in whatever weather conditions are common to your area. In addition you will need the following:

- A. Dressage Ring - minimum of 20 x 60 meter or larger with adequate footing for all weather conditions
- B. Warm Up area – adjacent or near to the dressage ring and with adequate footing for all weather conditions
- C. Dressage letters

## VI. Create and Print the Prize List (a sample prize list may be downloaded at [www.teamdressage.com](http://www.teamdressage.com))

Prize lists should include the following:

- A. Name of Host School
  - B. Date of Competition
  - C. Opening and closing date for entries \**closing date should be at least two weeks before competition so that teams may have proper notification if space is available for them to field a second team.*
  - D. Entry Fees - To be set as specified in 12.2 of the IDA Rules.
  - E. Tests to be Ridden
  - F. Arena Size for Each Test
  - G. Attire Required
- 
- H. **Helmet Requirements** \**All riders are required to wear protective headgear meeting the standard of ASTM F1163 SEI Certified approved headgear. The helmet's harness must be fastened at all times when mounted. All Prize lists and Show Programs must contain this exact wording.*

- I. **Any Liability or Equine Activity Language Required by Your School and State** should be included on all entry forms
- J. **Spurs and whips allowed on some horses, competitors please bring your own**
- K. The Judge's name, rating/status, and hometown and state
- L. A time schedule for the day of the show to include the following (see sample program):
  - Coaches meeting
  - Horse draw
  - Parade of horses
  - Horse/rider declarations
  - Competition begins
- M. Award ceremony – when and where it will be held
- N. Directions to facility
- O. Directions to hotels, food and other points of interest
- P. Postal address for entries
- Q. E-mail address, fax number, and phone number of contact, name of host/organizer
- R. Entry form – Should have spaces for team A and Team B rider names, and numbers next to test to be ridden.
  - i.e.: Team A
  - Intro test 1 \_\_\_\_\_
  - Training Level test 2 \_\_\_\_\_
  - Training Level test 4 \_\_\_\_\_
  - First Level test 2 \_\_\_\_\_
- S. **\*\*\*All Entry Forms MUST Include Helmet Requirements and Any Liability or Equine Activity Language Required by Your School and State should be included on all entry forms** \* All riders are required to wear protective headgear meeting the standard of ASTM F1163 SEI Certified approved headgear. The helmet's harness must be fastened at all times when mounted. **All Prize lists and Show Programs must contain this exact wording in one other location besides the entry form on a page that will remain a permanent part of the prize list or show program.**

- T. **Provisions for over subscription such as: If the competition is oversubscribed the host school will be first to be allowed two teams; any additional individual or team spaces will be selected by a rotation as determined by the regional representative at the start of the academic year.**

## **At Least Four Weeks Before the Show**

- I. **Mail the Prize List** – \*All prize lists must be e-mailed at least 2 weeks prior to the show date or mailed at least 4 weeks prior.
- II. **Contact IDA President for “Additional Insured Certificate” if needed**
- III. **Select Your Horses and Groups**
  - A. Horses may go a **MAXIMUM** of 3 times during any one day IDA Show.
  - B. Privately owned horses may be used provided they are appropriate for the levels for which they are to be used.
  - C. You must have an alternate group of horses in the event that one becomes unsound or unsuitable. If you do not have suitable alternate horses, it is advisable that you have fewer teams at your show.
  - D. All horses, including alternate groups must be appropriate to the level for which they are to be used. First Level and Upper Training horses must show the trot stretch circle in the Parade. First Level horses must also show leg yielding in both directions and trot and canter lengthenings shown in their tests. If trot lengthenings are required, horses must show these during the Parade.
  - E. Do not put all your best horses in the same group, try to make the groups as even as possible.
  - F. Horses must be clean and well polished for show day.
- IV. **Gather Equipment and Store It Together In an Easily Accessible Location**
  - A. For Judging:
    1. Judge’s booth - The judge must have an unobstructed view of the dressage ring, and must be raised 18 inches from the ground. The judge should be shielded from the elements as needed.
    2. Table for judge
    3. Two chairs for judge and scribe
    4. Bells/whistles
    5. Pens, clip board and dressage tests

- B. For Scoring:
  - 1. Adding machine with tape
  - 2. Pencils and clip boards
  - 3. Copy machine
  - 4. Computer for posting results on computerized score sheets or poster board
  - 5. Markers for poster board
- C. Ring Master
  - 1. Stop watch
  - 2. Clipboard
  - 3. Order of Go list
- D. For Horses:
  - 1. Bridle numbers for parade of horses or rider banners with horses's names
  - 2. One dressage saddle, saddle pad, and bridle for each horse being used for the show
  - 3. Polo wraps as needed are allowed for IDA Competition.

## V. Line Up Volunteer Workers

Non-showing students in your barn or equine classes are a great source of volunteer workers at your IDA Show. This is a great learning opportunity and can be lots of fun. As soon as possible after receiving approval of your show date you will need to recruit volunteers to fill the following jobs: (You can find complete job descriptions and lists of duties in the IDA Rules and Standards Article 1.2 through Article 2.) ***It is very helpful to provide all volunteers with written job descriptions that clearly outline all of their duties.***

- A. **Show Officials:** All Show Officials should be clearly and appropriately identified on the day of competition.
  - 1. Horse Master
  - 2. Secretary
  - 3. Scorer
  - 4. Ring Person
  - 5. Rules Stewards - three (3) coaches from visiting schools whose names are drawn at the coaches' meeting.
- B. **Show Staff may include:**
  - 1. Announcer
  - 2. Scribe
  - 3. Horse Handlers
  - 4. Parade Riders

- a. Ideally non-competing riders serve as parade riders, however if the host school cannot provide a sufficient number of non-competing riders, competing riders from the host school may act as parade riders.
  - b. The goal is for each horse to be warmed up and presented to the best of his ability.
  - c. Use riders that will present the horses well and give them a good warm-up. It is recommended that riders ride in a specific pattern during the parade of horses.
  - d. Riders must learn the patterns before warm-up.
  - e. It is a nice touch if parade riders dress alike and wear host school colors or jackets
5. Ring Crew
  6. Runners
  7. Additional Persons as needed to perform any duties assigned by Show Officials.

## VI. Create and Print Show Program

To make sure everyone knows what is happening and when on the day of the show, and to help everyone keep track of scores, you will need to create a Show Program and make it available to all coaches, show officials, judge, show workers and riders. Make extra copies to post, use for scorer, give to judge, and make official copies to give to Regional Representative. (Template of IDA Show Program should be downloaded from our website at [www.teamdressage.com](http://www.teamdressage.com))

The proper IDA Show Program includes:

- A. Schedule for the day
- B. Teams and Schools entered -leave blanks for scores and place as well as team average and place. List classes entries on another pages with room for the score and place.
- C. **Helmet Requirements** \* *All riders are required to wear protective headgear meeting the standard of ASTM F1163 SEI Certified approved headgear. The helmet's harness must be fastened at all times when mounted. All Prize lists and Show Programs must contain this exact wording and MUST be printed on a page that is designed to remain part of the Show Program.*
- D. **Any Liability or Equine Activity Language Required by Your School and State** - *\*This language MUST be printed on a page that is designed to remain part of the Show Program.*
- E. **A written description of horses** including: group number, horse's number, recommended level and other acceptable level(s), age, height, color, breed,

way of going, restrictions with regard to level, artificial aides and other equipment.

Example:

Group 1:

#1 Hyde Park: F/T (9yrs., 16.3 hands, Bay, Dutch Warmblood) -  
Lots of movement, ride forward into steady hand. SPUR OK, NO  
WHIP. SAPC

**F. Horse/Rider declaration page and times.** \*Layout page with five columns to accommodate the following:

1. Ride spot A, B, C, etc. or Group 1 ride
2. Blank column for Riders name and number
3. Blank column for Horses name
4. Warm-up time Ride Time - \*When scheduling times leave some extra room for catch up time, breaks for the judge and lunch.

**G. Awards Presentation** – when and where it will be held.

**VII. Create Ballots for the Horse Draw and Stewards Draw** \*You will need 3 coaches from visiting schools to serve as Show Stewards.

## **Two Weeks Before the Show**

Notify all schools that have registered that they have been accepted and inform them of the number of teams they will be allowed to field. Allow for individual rider changes to be made up until two days before the show. Request that rider changes be made in writing.

## **The Day Before of the Horse Show**

- I. School Horses In Arena - \*To ensure that all horses are familiar with the ring, judge's stand and decorations, all horses should be ridden in and around the arena and warm-up area prior to the show.
- II. Print out four (4) up-to-date copies of the IDA Rules and Standards (one for each steward and one for the show management) .Place one copy of the IDA Rules and Standards, IDA By Laws and USEF Rules in the scoring area for handy reference.

## **The Day of the Horse Show**

- I. Have Volunteer Workers Report for Duty at Least 2 Hours Before you need them.
- II. Prepare the Horses for Competition – Braid and groom
- III. Warm up horses prior to parade of horses
- IV. Welcome Coaches and Riders
- V. Collect Any Entry fees not Prepaid– (see section 12.2 in Rules & Standards for correct amounts).
- VI. Host Coaches's meeting
  - A. Review Horses
  - B. Schedule of Go
  - C. Draw for Horses
  - D. Draw for Stewards
- VII. Parade of Horses
- VIII. Begin Competition
- IX. Tally and post official average percentages AFTER ALL RIDERS IN DIVISION HAVE BEEN JUDGED.
- X. Relax all of the hard work is over, If you have prepared well, the day of the show will virtually run itself.
- XI. At the end of the competition provide copies of the results and riders tests to all competing schools.

### **Within Seven to Ten Days After the Show**

- I. Finish Paperwork, as with everything else, an IDA show is not complete until the paperwork is done and mailed to the appropriate people.
- II. Send Regional and National Fees to Regional Representative in accordance with Section 12.2 of the IDA Rules and Standards. \*Note: If a college is fielding more than one team at any regular show, a team fee of must be paid for each team participating.
- III. Send Points and test results to Regional Representative – \*In order to have Individual and Team results of the competition counted towards regional standings, results must be received by the Regional Representative within 14

days after the competition. Make sure your points count; get your results to your Regional Representative as soon as possible.

## **Four Weeks After the Show**

Go to the IDA website [www.teamdressage.com](http://www.teamdressage.com) and make certain the results of your show are posted.



## **Important Contacts for IDA Recognized Show Host Schools**

### **National Officers**

#### **President**

##### **Beth Beukema**

Director, Equine Studies  
Johnson & Wales University  
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#### **Vice President**

##### **Lisa Moosmueller-Terry**

Dressage/Comb. Training Coach  
Virginia Intermont College  
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Fax: 276-669-8398  
[lmoose@3wave.com](mailto:lmoose@3wave.com)

#### **Secretary/Treasurer**

##### **Jackie Dwelle**

Dressage Coach  
St. Andrews Presbyterian College Dept.  
30080 Deercroft Drive  
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#### **Chair of Rider Classification**

##### **Theresa McDonald**

Dressage Coach  
APSC Litton-Reeves Hall  
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Barn: (540) 231-3555  
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Marketing & Public Relations

**Lanier Cordell**

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Fax: 225-261-5210  
[lanierc@cox.net](mailto:lanierc@cox.net)

Chair of Rules & Standards

**Rebecca Shurink**

Dressage Coach  
Mt. Holyoke College  
50 College Street  
South Hadley, MA 01075  
(413) 538-3018  
[rschurin@mtholyoke.edu](mailto:rschurin@mtholyoke.edu)

Regional Representatives

**Region A** -Maine, Rhode Island, New Hampshire

Crystal Taylor  
Johnson & Wales University  
29 Frances Street  
Rehoboth, MA 02769  
Office: 508-252-5700  
Fax: 508-252-3027  
[ctaylor@jwu.edu](mailto:ctaylor@jwu.edu)

**Region B** - Massachusetts, Connecticut, Vermont

Suzanne Mente  
314 Paige Lab, UMASS  
University of Massachusetts  
Amherst, MA 01003  
Office: 413-549-3250  
[mente@vasci.umass.edu](mailto:mente@vasci.umass.edu)

**Region C** - New York, New Jersey, Delaware, Pennsylvania

Sarah Marchese  
Centenary College  
400 Jefferson St  
Hackettstown NJ 07840  
[marcheses@centenarycollege.edu](mailto:marcheses@centenarycollege.edu)

**Region D** -Kentucky, Ohio, Indiana, Illinois, Michigan, Wisonsin, Minnesota, Iowa  
Kari Mulhern  
Otterbein College  
Westerville, OH 43018  
Office: 740-965-3020  
[Karimulherin@hotmail.com](mailto:Karimulherin@hotmail.com)

**Region I** -Virginia, Maryland, North Carolina, West Virginia, Tennessee  
Lisa-Moosmueller-Terry  
Virginia Intermont College  
1013 Moore Street Bristol, VA 24201  
Office: 276-669-0026  
Fax: 276-669-8398  
[lmoose@vic.edu](mailto:lmoose@vic.edu)

**Region J** - Florida, Georgia, South Carolina, Alabama, Mississippi. Louisiana  
Ashley Boyce  
University of Florida  
[imation324@excite.com](mailto:imation324@excite.com)

**Region O**- Montana, Wyoming, Idaho  
Jeanne Gaudreau  
University of Montana  
Box 25  
Clinton, Mt. 59825  
Phone: 406-825-7774  
[jmg@blackfoot.net](mailto:jmg@blackfoot.net)

**Region U** -California, Utah, Nevada, Mexico  
Claire Gebers  
716 Kinshire Way  
Patterson, CA 95363  
Cell: (805) 453-1182

**Region V** -Texas, Oklahoma, Kansas, Missouri, Arkansas  
(NOW FORMING)  
Robin Hessell  
Dressage Society President  
Oklahoma State University  
Phone: 405-372-0392  
[robin@stillwaterdressage.org](mailto:robin@stillwaterdressage.org)

**Any Region/State Not Listed**  
Lanier Cordell  
225-262-6617  
[lanierc@cox.net](mailto:lanierc@cox.net)

## Other Useful Numbers

**Hodges Badge Company** (has the IDA logo on file for your convenience.)  
<http://www.hodgesbadge.com/>  
phone: 800.556.2440

**US Dressage Federation** (USDF) -judges list with contact information and tests.  
[www.usdf.org/](http://www.usdf.org/)  
phone: 859-971-2277

To order Tests from Walk/Trot up-[www.usdf.org/store/](http://www.usdf.org/store/) dressagetestorderform.pdf

**US Equestrian Federation** –To order free *Roster of Licensed Officials* booklet and Dressage Tests from Training Level and up.

(*Lower Level Tests must be Ordered from the USDF* ) [www.USEF.org](http://www.USEF.org) phone 859-258-2462



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**PUBLICATIONS LIST FOR PRESS RELEASES**

region of country	publication	address	city	st	zip	phone1
ALASKA	ALASKA HORSE JOURNAL	4311 E CRANE ROAD	WASILLA	AK	99654-0517	(907) 376-4470
SOUTH CENTRAL US	ARABIAN HORSE TODAY	PO BOX 380	DUBLIN	TX	76446-0380	(254) 785-2251
SOUTH WEST US	ARIZONA HORSE CONNECTION	1130 RED CINDER ROAD	CHINO VALLEY	AZ	86323-5492	(928) 636-8651
ARIZONA	ARIZONA HORSEMAN	PO BOX 31758	PHOENIX	AZ	85046-1758	(602) 867-6814
CALIFORNIA	CALIFORNIA HORSETRADER	PO BOX 462950	ESCONDIDO	CA	92046-2950	(760) 744-1184
SOUTHERN CA	CALIFORNIA RIDING MAGAZINE	9131 CHESAPEAKE DRIVE	SAN DIEGO	CA	92123-1002	(888) 272-0472
WESTERN US	CASCADE HORSEMAN	PO BOX 1390	KLAMATH FALLS	OR	97601-0263	(800) 275-0788
CENTRAL US	CENTRAL STATES HORSEMAN	PO BOX 34	ROCK PORT	MO	64482-0034	(660) 744-5511
WISCONSIN	COUNCILETTER	ROUTE 2, BOX 309	ELEVA	WI	54738-9802	(920) 623-0393
CALIFORNIA	EQUESTRIAN CONNECTION	8331 ALLENE CREEK COURT	CITRUS HEIGHTS	CA	95610-0759	(916) 723-7452
CALIFORNIA	EQUESTRIAN TRAILS	13741 FOOTHILL BOULEVARD	SYLMAR	CA	91342-3133	(818) 362-6819
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CENTRAL US	EQUINE TRADER	PO BOX 1642	ROXBORO	NC	27573-1642	(919) 732-1830
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GA REGIONAL	GEORGIA HORSE COUNCIL NEWS	111 WINTERBERRY LANE	ATHENS	GA	30606-3242	(706) 369-3730
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NJ, PA, MD, DE, NY - REGIONS	HORSE NEWS	PO BOX 32	FLEMINGTON	NJ	08822-0032	(908) 782-4747
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MID-WEST US	MIDWEST HORSEMAN	PO BOX 713	ROCHESTER	MN	55903-0713	(507) 250-6375
MINNESOTA	MINNESOTA HORSE COUNCIL FOR HORSE'S SAKE	13055 RIVERDALE DRIVE NW BOX 202	COON RAPIDS	MN	55448-8403	(763) 755-7729
MISSISSIPPI	MISSISSIPPI HORSE COUNCIL NEWSLETTER	ROUTE 1, BOX 4	TUPELO	MS	38801-7105	(662) 842-9346
MT, ID, ND, SD, WY, WA - REGIONS	MONTANA HORSEMAN'S JOURNAL	PO BOX 507	STANFORD	MT	59479-0507	(406) 655-6220
NV, UT, AZ, CA - REGIONS	NEVADA VALLEY HORSE NEWS	6125 WEST ELKHORN ROAD	LAS VEGAS	NV	89131-3042	(702) 808-7669
NY & PA	NEW YORK HORSE	1753 DUGAN ROAD	CLAYVILLE	NY	13322-2438	(315) 822-3071
NORTHWEST US	NORTHWEST HORSE TRADER	PO BOX 12628	SALEM	OR	97309-0628	(503) 363-0833
NORTHWEST US	NORTHWEST RIDER MAGAZINE	PO BOX 607	NEWBURG	OR	97132-0607	(877) 904-1890
NEW YORK	NYSHC NEWSLETTER	44 EGGLESTON LANE	WESTPORT	NY	12993-3715	(518) 962-2316
OREGON	OHA NEWSLETTER	10566 NORTHWEST 195TH AVENUE	HILLSBORO	OR	97124-8175	(503) 645-0400
OHIO	OHIO QH ASSOCIATION NEWS	PO BOX 209	RICHWOOD	OH	43344-0209	(740) 943-2346
MICHIGAN	OVER THE FENCE	PO BOX 18216	LANSING	MI	48909-2008	(231) 821-2487
PENNSYLVANIA	PEC NEWSLETTER	PO BOX 238	NOXEN	PA	18636-0238	(888) 304-0281
WEST COAST (OR, CA, WA, NV)	RIDE MAGAZINE	728 CHERRY STREET	CHICO	CA	95928-5143	(800) 267-8373
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	THE SENTINEL	PO BOX M	LIBERTYVILLE	IL	60048-4913	(847) 362-0570
SOUTH CAROLINA	THE SOUTH CAROLINA MARKET BULLETIN	PO BOX 11280	COLUMBIA	SC	29211-1280	(803) 734-2210
SOUTHEAST US	THE SOUTHEAST HORSE REPORT	PO BOX 290540	DAVIE	FL	33329-9998	(954) 680-1683
FL, AL, GA	THE SOUTHERN HORSE CONNECTION	PO BOX 1000	SPARKS	GA	31647-1000	(912) 549-6500
FLORIDA	THE SSHC NEWSLETTER	PO BOX 6663	BRANDON	FL	33508-6011	(813) 651-5953
CO, ID, MT, NE, SD & UT	THE WRANGLER HORSE AND RODEO NEWS	1150 RIVER LANE	RIVERTON	WY	82501-1150	(307) 856-1472
TEXAS	TQHA NEWSLETTER	PO BOX 16229	AUSTIN	TX	78761-6229	
MID-WEST US	TRI-STATE LIVESTOCK NEWS	311 N 27 <sup>TH</sup> STREET SUITE 1	SPEARFISH	SD	57783-3213	(605) 717-8244
VIRGINIA	VIRGINIA HORSE JOURNAL	PO BOX 858	WARRENTON	VA	20188-0858	(540) 351-0278
ARKANSAS	WARHORSE	921 EAST 5 <sup>TH</sup> STREET	TEXARKANA	AR	75502-5419	(870) 446-6226
WISCONSIN	WISCONSIN HORSEMEN'S NEWS	PO BOX 152	WAUPACA	WI	54981-0152	(715) 258-5546
WASHINGTON STATE	WSHC NEWSLETTER	12411 CASE ROAD SW	OLYMPIA	WA	98502-9128	(360) 769-8083
WESTERN US	RIDE! & WESTERN TIMES	728 CHERRY STREET	CHICO	CA	95928-5143	(800) 267-8373

