

Strengthening Regions through Horsemasters & Riding Centers

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Change has happened



- The addition of Pony Club Riding Centers and Adult members to USPC has been successful with 27% of members in these categories.
- The composition of pony club membership is changed and will continue to evolve with further growth in these sectors.
- How do Region leaders strengthen and support their clubs through this progression?

Horsemasters History

- Conceived as 'Adult Volunteer' organization to support Clubs
- 2001 Pilot program launched
- 2007 Horsemasters became permanent program
- 2015 Horsemasters became regular 'pony club members'
- Membership data:
 - 159 Pony Clubs have 863 HMX members (34% of Clubs, 12% of their membership)
 - 21 Riding Centers have 60 HMX members (21% of RCs, 4% of their membership)
 - Total 180 Clubs/RCs with 923 HMX = 31% penetration of Clubs/ RCs, 11% of USPC members
 - 5 Pony Clubs are HMX only

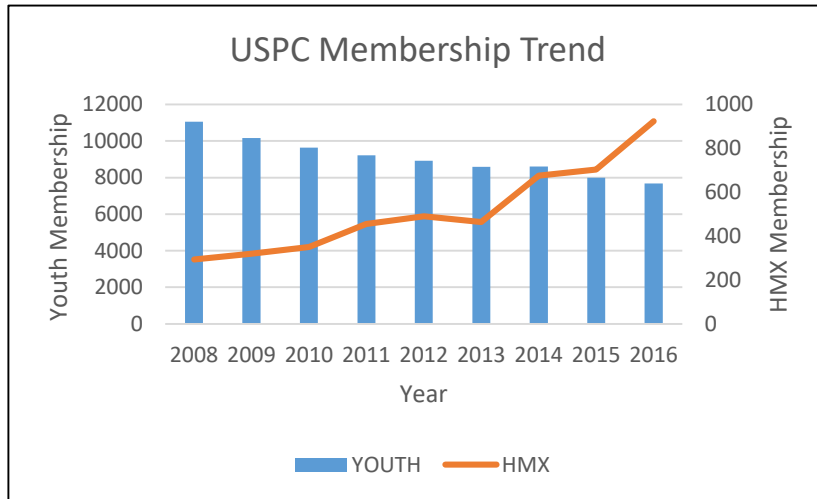


..by the numbers

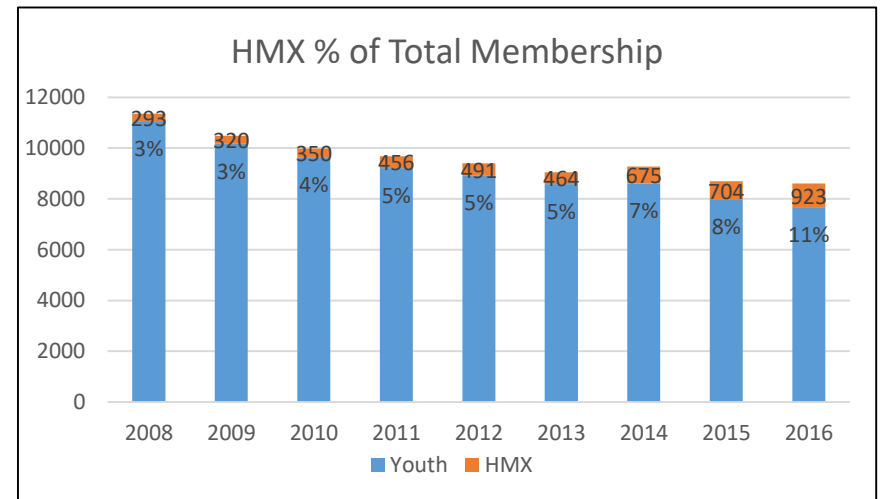
Two thirds of USPC clubs do not have any Horsemasters members 15 years into the program.

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USPC Horsemasters membership



* Note separate axis scales used to illustrate trends, but are not proportionate

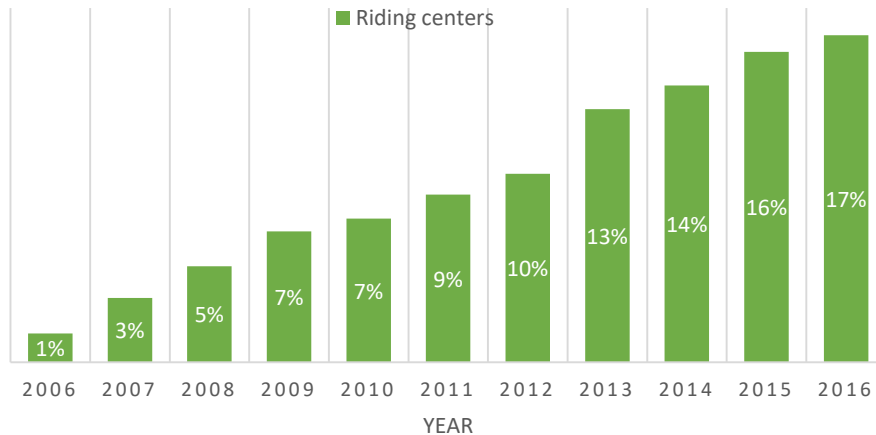


- Total membership trending lower
 - 11% decrease over 5 years, 24% decrease over last 8 years
- Horsemasters membership growing, but from zero base
 - 102% increase over 5 years, 215% increase over last 8 years
- **HMX has grown to 11% of Total membership**, but is not great enough YET to offset decline in youth members.
- **38 of 42 Regions (90%) have HMX members.**
- There are 5 HMX only clubs in USPC at end 2016.



Riding Centers

CENTERS % OF TOTAL MEMBERSHIP



Riding Centers have grown to 17% of Total USPC membership in 2016 since beginning in 2005.

- 2005 Riding Center pilot
- 2009 55 Riding Centers are established BOG
- 2010 Riding Centers become permanent program
- 2012 Riding centers fully integrated in USPC
- 2016 100 Riding Centers and 474 Pony Clubs

Some Regions are now majority Riding Center membership.

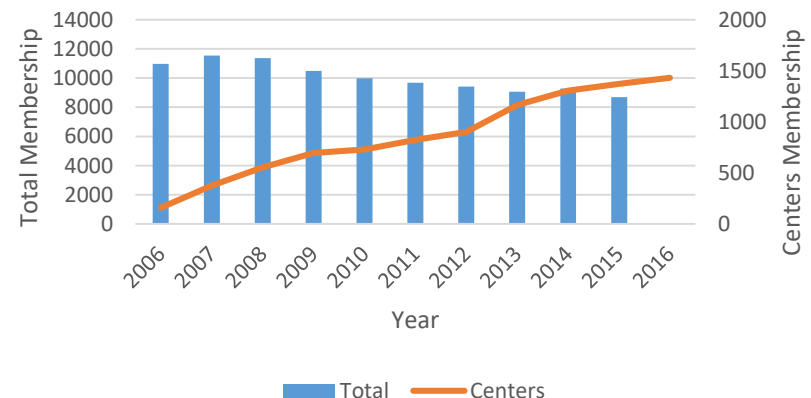
- So. California 55% 7 centers
- Captial 54% 4 centers

RC Membership growing

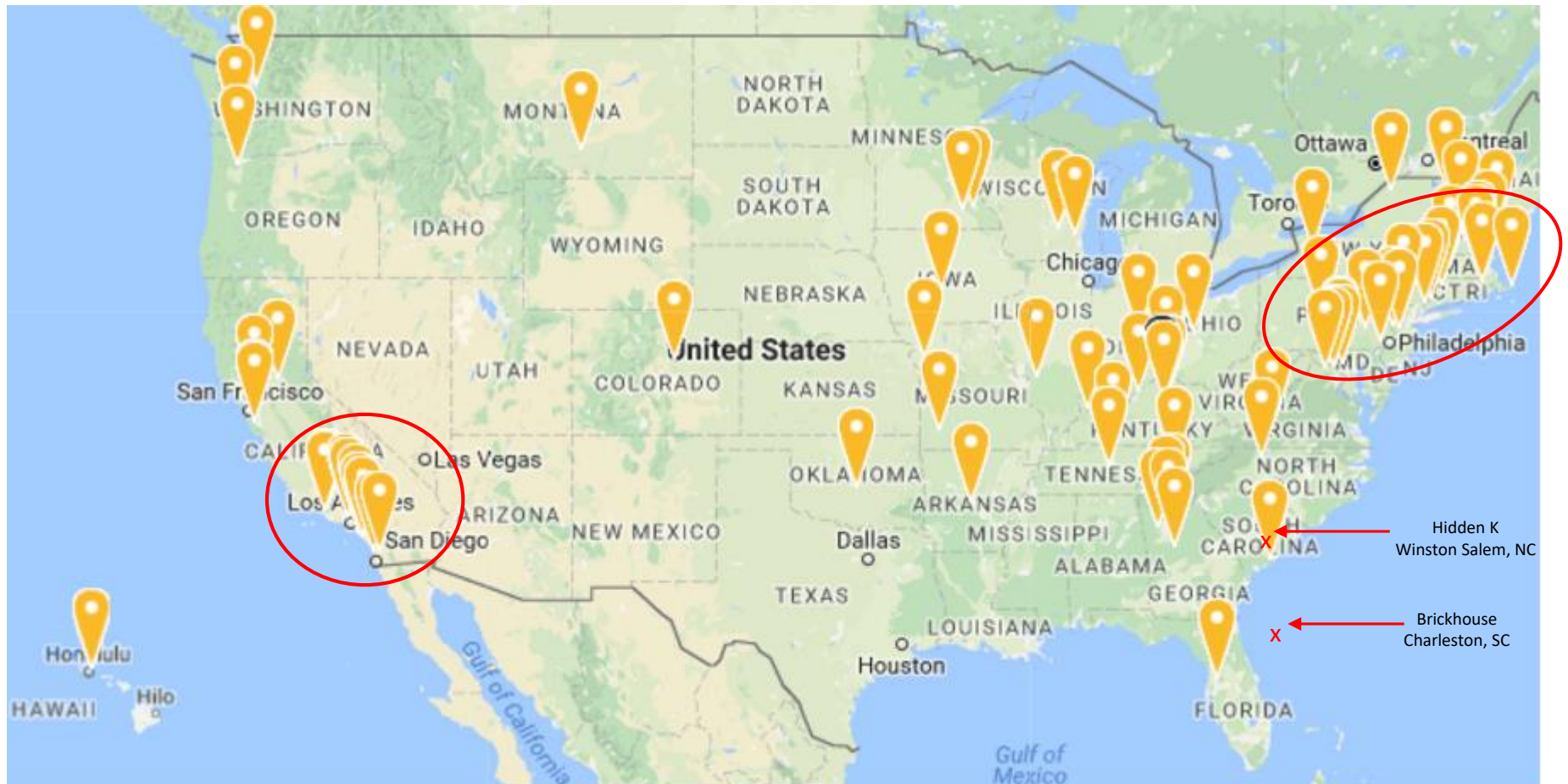
- Central New England 41% 4 centers
- SE New England 37% 2 centers
- Big Sky 31% 1 center
- Mid South 29% 10 centers
- Northern Lakes 28% 2 centers
- Camino Real 26% 6 centers
- South 25% 5 Centers

6 Regions have no Riding Centers
Many Regions have one RC.

USPC Membership Trend Riding Centers v Total



Riding Center locations



- Strongest growth in densely populated areas, but also traditional suburban 'horse areas.'
- Changed economics of horse ownership – boarding facilities, lesson programs – everywhere.
- Riding centers are 55% of membership in So Cal region and ~40% in Central and SE New England.



Carolina Region

@ Oct 2016

History

- Early adopters HMX
- Strong HMX advocate - Susan Poulton
- Hidden K Riding center 2009

2016 membership profile

- HMX 6 of 16 clubs , ~40% of clubs
- HMX 17% of Region members
- RC 13% of Region membership

Eno Triangle Masters established separate club 2015

HMX not in Riding Centers

	Total	HMX	% HMX
Greenville Foothills	42	3	7%
Eno Triangle	32	0	
Yadkin Valley Hounds	34	8	23%
Eno Triangle Master	32	32	100%
Hidden "K" Stable RC	26	0	
River Valley	36	8	22%
Rocky River	17	4	23%
Brickhouse Equestrian Center	15	0	
Lowcountry	13	0	
Cardinal II	7	0	
Pee Dee	13	0	
Aiken County	16	0	
Moore County	7	0	
Triad	7	0	
Sandy Ridge	4	2	50%
Palmetto	23	0	
TOTAL REGION	315	53	17%





Carolina Region Riding Center Success

... in spite of ourselves!



- 2009 Hidden K formed
- 2010 – 2013 ... !!! ...
- 2014 had 22 members rally
- 2015 achieved HB certs
- 2016 Hosted Region dressage Rally
achieved first C3 cert
- 2017 Will host Region Fall Festival
first B candidate

Lessons learned:

- Riding Center Administrator
Strong leader
Determined
- Parent relationship with RCA
- Parent involvement and leadership of pony club activities
- Learning curve – esp HM for Rallies
- Do Not Mushroom manage

when we treat people the way we raise mushrooms -- we keep them in the dark and feed them a steady diet of manure

- New RC Brickhouse 2015
Quiz will be first rally, grad A RCA

Advantages of RC

- Breadth of activity and involvement
HK – Wake Forest University, Salem College
BH – therapeutic center, vaulting, adults
- Social aspect – see each other every week
- Parents – hanging out at barn, gain horse knowledge through HM with kids
- Horses – ‘school horses’ are great PC mounts.
Kids ride multiple horses.

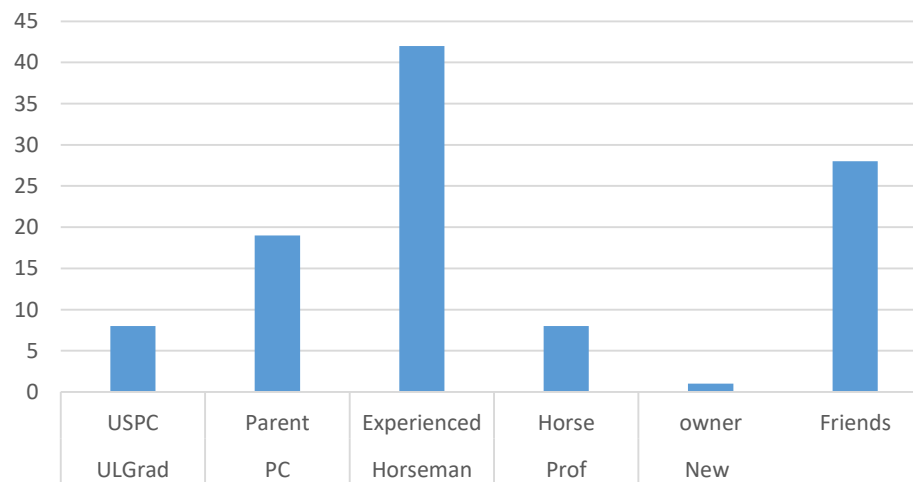


Who are these Horsemasters?

- Majority are Experienced adult horse men and women
 - Grew up with horses, but not usually pony clubbers
 - Lifelong Horse owners
 - Adult amateur competitors
 - Foxhunters, Eventers, Dressage enthusiasts
- **Parents** of current youth members that want to participate in clinics/rallies
- **USPC graduates** – recent and older alum – many National certifications
- Horse professionals – trainers, competitors, instructors
- **Friends** of pony club parents and HMX leaders

Who are your Horsemasters?

Carolina Horsemaster Members





Carolina Region has 3 working models of Horsemaster membership



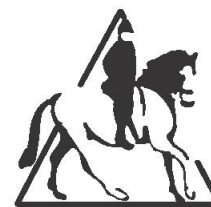
Preliminary Level: Expanding Membership

- Rocky River PC,
- Yadkin Valley Hunt PC
- Mainly parents
- Participate in clinics
- Grouped with kids
- Organize occasional club activities – trail ride
- Fox Hunt members



Intermediate Level: Evolving Participation

- Greenville Foothills PC
- River Valley PC
- Parents, Alumni, Friends
- Horse professionals
- Participate in clinics in own groups where numbers warrant
- Volunteer leaders
- HMX as instructors, coaches
- Participate in rallies, championships, certifications



ENO TRIANGLE MASTERS

Advanced Level: Entity

- Stand alone club
- Members mainly new to pony club
- Parents, alumni, friends
- Organize own activities clinics, dinners, speakers, camp – strong social aspect
- May include youth members
- Organize joint events
- Volunteer when asked

Why are Horsemasters good for your Region?

- Role Models - Experienced adult horsemen and women especially where parents are not 'horsey'
- Volunteers that can take on equestrian savvy roles such as scoring, HM at rallies, phase coordinators, unmounted instruction
- Additional members for smaller clubs
- Engage Pony Club alumni
- Deeply engage pony club parents
- Possible competitors for Region Rallies
- Network of contacts for all things horse
 - Loaner horses
 - Unmounted speakers
 - Advice, wisdom, experience



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Loaner horses

Unmounted speakers

Advice, wisdom, experience

HMX Denise



- ❖ Daughter B
- ❖ Daughter C3
- ❖ Daughter in Law NE
- ❖ Granddaughter D3
- ❖ Grandson U

- Denise Involved with PC for 25 years as parent, DC, HMX, grandparent, volunteer.
- HMX member for 8 years River Valley and Greenville Foothills PC.
- Participates in clinics, camp, rallies and championships.
- Denise volunteer leader who steps up to take on big roles at rallies and certifications.
- Denise Obtained certifications through C1DR.
- Competed in Region Rally and Dressage Champs performing Pas de Deux with daughter.

Depth & Breadth of Pony Club
Involvement.

How do clubs benefit from Horsemasters?

- **Adult Role Models**
 - Parents, alumni, professionals, experienced horsemen
 - Adults understand 'it is not the horse's fault' and model for children
 - Adults better understand 'how a horse thinks' and nuance of body language, temper, etc
 - Demonstrate Horsemanship as a life long pursuit
- **Participation in mounted clinics**
 - More participants, lower cost per participant
 - Attract and afford top instructors
 - Demonstrate patience with self and horse to children
 - Frequently add humor and encouragement for younger members
- **Networking and knowledge**
 - Unmounted pony club lessons and speakers
 - Local horse information and resources – vets, trainers, hay sources, etc
- **Volunteer Resource**
 - Able to organize a club activity independently of club leaders
Annual Trail Ride, Gymkhana, Mini Horse Trial, Mock Rally
 - Assist with club activities
Fundraising, concessions, jump repair, horse shows, paperwork entries, scoring, certifications
 - If Qualified, can instruct, coach, HM judges for rallies
- **Participation in all activities**
 - Regional rallies, clinics, camps
 - Championships
 - Certifications



Brittany – HMX member, grad HA
Doing one on one instruction to help a
beginning member at a pony club clinic.

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The Horse's Mouth

HMX Sylvana



- ❖ Not a pony club parent – newbie seeking 'Like minded equestrian enthusiasts'
- ❖ Former Eventer turned Natural Horseman
- ❖ Trail riding – Arabian endurance
- ❖ Eno Masters Camp
- ❖ Taught PC clinic

Role model of equestrian for life, constant learning, having fun, sharing knowledge.

What do Horsemasters gain from membership?

Participation in mounted clinics

- More reasonable cost than other adult groups/trainer groups
- Convenience to pony club parent
- Low pressure educational opportunity
- Exposure and training of young/client horses

Networking and knowledge

- Unmounted pony club lessons and speakers
- Local horse information and resources
 - vets, trainers, hay sources, etc

Camaraderie

- Adult horse friends
- Youth horse friends

Opportunity to participate

- Engagement with youth members – sense of purpose, sharing of knowledge/experience
- National organization with structure, goals and volunteer opportunity in Equestrian sport
- Regional rallies
- Championships
- Certifications – sense of direction and accomplishment





The Horse's Mouth

HMX Linda

- HMX member for 8 years
- PC parent who wanted to ride in clinics when bringing child
- Joined with another parent
- Experienced horseman, low level competitor
- Jt DC Instruction YVHPC even though child gone to college
- Grew HMX membership when Hunt club closed down.
- Invited additional friends to try and join club.
- HMX organize annual club trail ride



Empty nest opportunity...

The Empty Nest



- ❖ From chaos to quiet over night
- ❖ Loneliness
- ❖ Lack of purpose

Welcome parents of pony clubbers getting ready to go to college or just off to college...and their horsey friends... into Pony Club!

Empty Nest Advice from Experts:

- ✓ HMX 1. Learn something – go back to school
- ✓ HMX 2. Volunteer
- ✓ HMX 3. Find a hobby
- ✓ HMX 4. Adopt a pet
- ✓ HMX 5. Travel
- 6. Get a job/start a business
- ✓ HMX 7. Focus on your health
- ✓ HMX 8. Build friendships and relationships



Horsemasters fulfill 7 of 8 recommendations!

Strengthening Your Region

Strengthen Your Region and Support Clubs with Horsemasters

- U Discuss HMX opportunity with clubs that have none
- U Grow HMX where there are members
- U Provide HMX recruiting material and best practices to clubs
- U Include HMX in Region activities – clinics, camp, rallies, certifications
- U Utilize HMX at Regional level as volunteers AHMJ, scoring secretarial, webmasters, instruction



How to get Horsemaster members

- Be open to visitors – supplemental insurance
- Growth through networking – friends, friends of friends
- Invite alumni to clinic or meeting – college age retention
- Invite parents to bring a horse and ride at clinic
- Be Inclusive, Be Flexible



Some Best Practices from Carolina Region

Advice 'from the horse's mouth'

- Find 'That One Parent' - who rides, has friends, and talks it up
- Include HMX in regular activities – meetings, clinics, lessons
- Approach adult horse management as a 'bonding challenge'
- Keep it Fun
- Involve Horsemasters with 'jobs' – specific roles at meetings
- Have older kids teach Horsemasters (C3, B, H)
- Have horsey friends come along to a pony club meeting
- Invite foxhunt friends
- Include Horsemasters in certifications IF they want – goal achievement
- Personalities matter
- Posters at Horse Trials
- Target parents who ride



Horsemaster competitors
at USPC Championships 2016



Horsemasters and youth members
completing D and C certifications together.

DC resistance and concerns

Heard this?

- 'it is too complicated to manage kids and adults'
- 'my pony club parents don't want kids riding with adults'
- 'adult members wouldn't want to ride with kids and ponies'
- Our club is too small for this – Our club is too big for this
- We focus on getting our youth to national certifications
- 'Adults balk at the Horse Management requirements'
- Parents opposed to adults competing against kids in rallies
- Etc, etc



Addressing pony club lessons

- Additional riders can enable club to afford better instructors
- Kids and adults can learn together
 - Best Practice: group jump lessons by ability, group flat lessons by rider age
 - Instructor teaching ability – learning styles are DIFFERENT
- Peer Instruction
 - Horsemasters can teach and coach members with proper certification and/or experience
 - Horsemasters are EXCELLENT students for peer instruction
 - they will ask questions and can give excellent feedback to instructor
- Different 'models' for Horsemaster membership and participation

Addressing DC HMX concerns

Concern	Reality	Best Practice
My club is too small to include Horsemasters	You need HMX to grow your membership and enable you to do more activities	Find that 'one horsey parent' who will join, spread the word, and invite horsey friends to join.
My club is too big for Horsemasters	You can add a couple of Horsemasters to your roster to the benefit of your club, your region, and your horse community.	Find an alumna to join and get your club used to the idea. Grow from there. Create stand alone HMX club when you reach 'critical mass' of 8-10 members.
Adults and children in lessons together	It can work really well and benefit both	Arrange jumping lessons by rider ability. Arrange flat lessons by rider age.
Horse Management requirements put off adults	<ul style="list-style-type: none"> • Most experienced adult horsemen have good standards of horse care, equipment, and handling. • Many have greater knowledge than PC SOPs. • HMX will have 'required equipment' <u>and then some</u> in their truck or trailer at any given moment. • Inexperienced HMX welcome HM education. 	<ul style="list-style-type: none"> • Be sensitive to adult perspective. Always put in context of 'why' pony club does it this way. • Be respectful and listen to other perspectives and experience of horse care. • Allow pony clubbers to explain 'things' to HMX. Can be fun and result in learning for both. • Approach with humor and flexibility esp at rallies.