



# USPC<sup>®</sup>

**The United States Pony Clubs, Inc.**

The Kentucky Horse Park, 4041 Iron Works Parkway, Lexington, KY 40511-8483  
859/254-7669 (PONY) Fax 859/233-4652 email: uspc@ponyclub.org

**Pony Club International Alliance  
The United States Pony Clubs, Inc.  
Lexington, Kentucky, United States of America  
July 28, 2007**

**1. In Attendance**

Tom Adams, *Vice President, United States*  
Mary Anderson, *Chairman, United Kingdom*  
Anna Clader, *Vice President, Activities, United States*  
Val Crowe, *Administrator, Canada*  
Peggy Entrekin, *Executive Director, United States*  
Art Kramer, *President, United States*  
John Moerhing, *National Chair, Canada*  
Karol Shipley, *Past National Chair, Canada*  
Sue Smith, *International Exchange Cmte. Chair, United States*  
Michele Wilkie, *National Secretary, Australia*

**2. Call to Order**

Sue Smith called the meeting to order at 9:04 AM EDT. She welcomed all of the international delegates. Carli Guyon, Member Services Assistant for The United States Pony Clubs took the minutes.

**3. New Directions in Pony Club**

Pat Maykuth presented a research project put forth by USPC on membership retention. Peggy Entrekin prefaced it by saying they had been losing members and did not know the reason. She challenged each country to pool their resources to create a Virtual Pony Club and a way to create a new identity for Pony Club.

The name Pony Club does have a sort of negative connotation in the US. A way to change the name, not recreate a name, to expand upon what we do. Peggy Entrekin challenged the national organizations to work together in figuring out a way to endeavor forward. Australia and Canada also recognize a displeasure with the name. Despite this name, each is still getting new members and having members coming back to Pony Club for the Program. Pat Maykuth suggested an identity change as she would have for a business in the market place. Peggy noted a rebranding mission for the next 5- to 7-years for Pony Club appropriate for advertising the next 20 to 25 years.

Canada noted that they had a high success rate by random sampling through email on their prior survey to members.

*RECOMMENDATION #2:* John Moehring of the Canadian Pony Club made a motion to explore the issue of reconsidering the name and/or a rebranding of Pony Club to each of the national governing bodies and their membership, Art Kramer of the United States Pony Clubs seconded.

**a. United States**

The Age Extension Program in the United States has shown an increase in membership. We are showing nearly 300 renewing members that have come back since having originally graduated. Youth now are excited for the change and it helps them to plan their life with Pony Club around experiences like college.

Tom Adams spoke on the Riding Centers Program, he noted that it is a pilot program. There are currently 20 Riding Centers affiliated with USPC. Several different scenarios have arisen from Program; a young ladies' facility, a college, 4-H, breed and sport-oriented stables. One goal with the program is to approach USDF, USEA Certified Instructor Programs

The Specialty Ratings goal is to create relationships with US Dressage Federation, US Eventing Associations, to benefit membership retention by showing professionals that Pony Club is not an adversary.

The Horsemasters Program in the United States is a way to bring education and training to adults in the area of horses to volunteer with their local Pony Club. Originally camp-type instruction had been used in the early Pony Club days, but was discouraged due to insurance. Horsemasters was created to bring horse management to adults so that they can volunteer with the knowledge needed. It is a tract for both horse management with riding included to allow them to put their learned knowledge to use. Research in how adults learn was used to create the Program to give them credibility. Assessments, instead of Ratings, were used to classify Horsemasters; Bronze (D-C) and Silver (C+) Assessments have been created. Horsemasters Groups must be attached to a Pony Club or Region so that it ties them to Pony Club. They must be a Corporate Member (USD\$40) of Pony Club, and are also charged a Horsemasters Activity Fee (USD\$40); a Corporate Member having a vested information in Corporation.

**b. Canada**

Canada notes that their over 21 members are considered Affiliates, not regular members. There is a separate competition division for the Affiliates, although they are invited to participate in rallies. There is a mindset among current members to graduate out at 21, they are hoping that as the years transition that the 17 and 18 year olds will continue to be excited.

Canada's A is an equivalent to a Level 1 Coach for the Canadian Equestrian Federation, only a coaching theory course is required in addition.

CPC is losing members; it has a whole club with members that only go to D-2 due to preference by riders for specialization.

Some provinces in Canada are moving in the direction of background checks for adults responsible for oversight of minors.

**c. Australia**

Australia has a national junior (up to 17 years) and senior (17 years and up) division for rallies and then each is broken up by rating. New South Wales does do it differently. Most clubs own their own grounds. Metro area clubs do tend to have waiting lists.

Australia has an instructors certification program; NCAA\PCAA. Twice a year they are paid to travel to coach across the country. Only costs about AUD10,000.

Pony Club of Victoria has a great website for online registration. There is a screening process for members, and they must be considered by the club's committee. Questions asked include "Previous experience with horses?", "Where their horses are kept?", "The parent's experience and interest?", "What they would like to bring to the club?", "How many other pony clubs have you been in? If more than one, what is the trouble?"

The Australian Pony Club is having trouble due to their volunteer base being required background checks through the Department of Child Welfare. They do try to educate their DCs on not leaving members with only one adult. Cost is AUD35.00 individually, or AUD10.00 through the PCA.

**d. United Kingdom**

Branches have grown 5% each year for the past two years; 10% total. There are perhaps a nominal number of clubs with waiting lists. Most have 100+ members.

New DCs are required to come for training to the national organization. DCs have gone to schools to recruit. Schools do have equestrian programs, but are not necessarily affiliated with Pony Club. There are national classes and championships for inter-scholastic competition.

The United Kingdom has bestowed a grant to the British Equestrian Federation to encourage sport, so The Pony Club has benefited. There are closings of Riding Centers, but the numbers are nominal.

The Pony Club requires all instructors to be accredited by the national organization. The program can be put on by the national organization, Regions or Branches. They have Visiting Instructors program that pays for the travel of an instructor to another Branch, etc... and the Branch pays for the instructor fee.

All DCs must be CRV (Criminal Record Verification) checked; anyone who could hold the sole responsibility for youth must be checked. Education is included in the DC training.

#### 4. Other Business

Video conferencing was discussed as an avenue for future meetings. Peggy Entrekin offered to explore possibilities for a 2008 meeting.

Canada offered to host the 2009 PCIA meeting during the last two-weeks in July in Calgary at the Calgary Stampede and Spruce Meadows show. A formal invitation will be in the mail.

#### 5. Closing

There being no further business, the meeting was adjourned at 11:37 AM EDT.

#### 6. Appendix

<i><b>PONY CLUB INTERNATIONAL ALLIANCE E-MAIL LIST</b></i>			
<b>Country</b>	<b>Contact Name</b>	<b>Position</b>	<b>E-mail</b>
Australia	Michele Wilkie	National Secretary	<a href="mailto:bobrik@inet.net.au">bobrik@inet.net.au</a>
Canada	Val Crowe	Administrator	<a href="mailto:pvcrowe@mts.net">pvcrowe@mts.net</a>
Canada	John Moehring	National Chair	<a href="mailto:ridjer@skyweb.ca">ridjer@skyweb.ca</a>
Canada	Karol Shipley	Past National Chair	<a href="mailto:shipley@sympatico.ca">shipley@sympatico.ca</a>
United Kingdom	Mary Anderson	Chairman	<a href="mailto:maryanderson@oldvic45.orangehome.co.uk">maryanderson@oldvic45.orangehome.co.uk</a>
United States	Tom Adams	Vice President	<a href="mailto:tom@ponyclub.org">tom@ponyclub.org</a>
United States	Anna Clader	V.P., Activities	<a href="mailto:aclader@rochester.rr.com">aclader@rochester.rr.com</a>
United States	Peggy Entrekin	Executive Director	<a href="mailto:executivedirector@ponyclub.org">executivedirector@ponyclub.org</a>
United States	Art Kramer	President	<a href="mailto:kramera@arkramer.com">kramera@arkramer.com</a>
United States	Sue Smith	Chair, Intl Exchange	<a href="mailto:cedarbank@mindspring.com">cedarbank@mindspring.com</a>

<i><b>PONY CLUB INTERNATIONAL ALLIANCE STATISTICS</b></i>					
	<b>Membership</b>	<b>National Fees</b>	<b>Regions</b>	<b>Clubs</b>	<b>Staff</b>
<i>AU</i>		AUD			
<i>CA</i>	2,900	CAD55.00	13	185	1.25
<i>IE</i>		IEP			
<i>HK</i>		HKD			
<i>JP</i>		JPY			
<i>NZ</i>		NZD			
<i>UK</i>		GBP			
<i>US</i>		USD75.00	43		16 full, 6 part

<b>INTERNATIONAL EXCHANGE ROTATION SCHEDULE</b>					
<b>Exchange</b>	<b>Inter Pacific Exchange</b>	<b>Mounted Games†</b>	<b>Quiz</b>	<b>Tetrathlon</b>	<b>North Atlantic Rally Exchange</b>
<i>Customary Participants</i>	<i>AU, CA, HK, JP, US, NZ</i>	<i>AU, CA, UK, US</i>	<i>CA, IE, UK, US</i>	<i>CA/US, IE/UK</i>	<i>CA, IE, UK, US</i>
2008			United Kingdom‡	Ireland/UK	Canada
2009	Hong Kong	Canada†			
2010			Canada‡	Canada/US	United Kingdom
2011	New Zealand	United Kingdom†			
2012			Ireland‡	Ireland/UK	United States
2013	Japan*	Australia†			
2014			United States‡	Canada/US	Ireland*
2015	Australia	United States†			
2016			United Kingdom‡	Ireland/UK	Canada*
2017	Canada	Australia†			
2018			Canada‡	Canada/US	United Kingdom*
2019	United States	Canada†			
2020			Ireland‡	Ireland/UK	United States

†Tentative, awaiting decision on PCIA Recommendation #1.

‡Awaiting decision from UK on host year; decision may effect change in rotation schedule.

\*Tentative, unconfirmed.

<b>INVITATIONAL INTERNATIONAL EXCHANGE SCHEDULE</b>				
<b>Exchange</b>	<b>Fox Hunting</b>	<b>Polocrosse</b>	<b>Show Jumping</b>	<b>South Africa</b>
<i>Customary Participants</i>	<i>CA, IE, UK, US</i>	<i>AU, CA, UK, US</i>	<i>AU, CA, NZ, UK, US</i>	<i>AU, CA, SA, US</i>
2008		United States*		
2009				
2010				
2011				
2012				
2013				
2014				
2015				
2016				
2017				
2018				
2019				
2020				

\*Tentative, unconfirmed.