

## DISCUSSION PAPER FOR PROPOSAL DEVELOPMENT



### Purpose of Discussion Paper

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Over the next few weeks, **Forest House Productions** would like to contact Pony Club members, volunteers, and Regional and National representatives for feedback on a new educational project which we would like to propose to National.

The project entitled: **ReelPonyClub.com** or "Pony Club TV" would be available to all our membership at **[www.ReelPonyClub.com](http://www.ReelPonyClub.com)**. Discussions on this project to date have been received with enthusiasm and we hope to hear from as many people involved with the Canadian Pony Club prior to presenting this project as a joint venture with our National Pony Club.

### Project Concept

The goal of **ReelPonyClub.com** will be to provide all Canadian Pony Club members fun, accurate, visual content to enhance studying and maintain standards of learning and teaching. It will feature professionally produced, follow-along video segments that directly relate to the Canadian Pony Club workbooks and curriculum. Categorized by level and topic, easy to find short 1- 4 minute video segments will eventually form an extensive reference library at **[www.ReelPonyClub.com](http://www.ReelPonyClub.com)**.

### Background

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My name is **Tricia Cooney**, I own and operate a successful video and media production house called **Forest House Productions** tucked away in the woods near Silver Star Ski Resort in Vernon British Columbia and if you are reading this at the Canadian Pony Club AGM, I believe you will have seen the new larger-than-life Canadian Pony Club banners that I have designed for National. This is only a small glimpse of what my company can do; in fact mostly we produce videos for educational purposes, websites, broadcasts, documentaries and special events. I work with a consortium of very talented people expanding our platform of expertise to include web design and photography as well.

At **Forest House Productions** we are very familiar with "shooting" horses and continue to produce numerous equine videos for training, sales and entertainment.

On a personal note, I am a pony club volunteer mom, into my eighth year, and as many of you can probably relate, the involvement seems to become more, not less, as our children grow up in Pony Club.

Not only as a pony club mother, but as Assistant DC, reader and test marker at quiz, rally supervisor, and in speaking with testers about varying standards between clubs, I have discovered that many members, volunteers and instructors could benefit from adding visual aids as companion material to the workbooks. And **Forest House Productions** can produce just that! Although these workbooks give the membership a perfect tool for siphoning through the recommended manuals and act as checkbooks to test their knowledge, we would like to propose an “almost” live, professional website or portal with easily accessible follow-along videos to coincide with the lessons and levels taught through the Canadian Pony Club.

## Opportunities and Benefits of ReelPonyClub.com

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Research consistently shows, that other than individual training, video has long been recognized as the best way to impart knowledge. We believe we can offer an opportunity and solution to enhance learning for the Canadian Pony Club Membership.

Here are a few examples of why this program would be so popular:

- Enhanced understanding of various topics through “almost” live demonstrations using close-ups and step-by-step explanations.
- Beneficial to branches that don’t have access to regular instructors or the opportunity to learn from hands on experience.
- Greatly assist members that do not have access to a horse or pony.
- Visual reference to ensure standard practices were being met and work as an added study guide for preparing for testing.
- A video program geared directly to answering questions unique to the Canadian Pony Club curriculum.
- Additional components to the website could include videos from coaches, different disciplines, young riders, stories from equestrian athletes and veterinarians on Pony Club related issues.
- Members from across Canada could upload their own content specific to Pony Club to be shared with other regions.
- Linked directly from the Canadian Pony Club website.
- Videos will compliment all levels and regions of Pony Club.
- Detailed database to search videos by topic or Pony Club level.
- Long-term goals could include testing procedures via videos and demonstrations, and ‘how-to’ video reference for DCs.



## Funding Suggestions and Technical Details of ReelPonyClub.com:

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Funding for this project will be addressed in the proposal, however, the model we are reviewing at this time would equate to \$1.25 per month per member. National Pony Club would include the fee in each membership. This would provide funds for web development, maintenance, scripting, video production and related costs of delivering content specific for the Canadian Pony Club.

**Forest House Productions** will be responsible for developing and maintaining an ongoing library of related material.

The domain names: [www.ReelPonyClub.com](http://www.ReelPonyClub.com) and [www.RealPonyClub.com](http://www.RealPonyClub.com) have been reserved for this purpose.

These suggestions are for new services to be made available to all Canadian Pony Club members. It is not our intention that this endeavour will replace any existing National or Branch websites or services.

**ReelPonyClub.com** and its domain will remain an independent commercial entity of Forest House Productions, but a collaboration with National Pony Club involving standard of content and presentation of material.



### **Next Steps - INPUT FROM YOU!**

**Forest House Productions** is excited to continue developing **ReelPonyClub.com** and present a formal proposal to the National Canadian Pony Club for consideration but before we do, we need your input and support.

Please provide all feedback and thoughts to:  
[info@foresthousedproductions.com](mailto:info@foresthousedproductions.com).

All comments will be graciously considered.

Please feel free to forward this discussion paper to anyone in the Canadian Pony Club.

Forest House Production hopes to present this proposal within the next month.

Thank you for all the help.  
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