



The January Board of Governors meeting was held at the Norfolk Waterside Marriott Hotel and via Zoom.

Upcoming National Events

2022 USPC Championships West - July 1-8, at Twin Rivers Ranch in Paso Robles, CA.

2022 USPC Championships East - July 27-31, at Tryon International Equestrian Center (TIEC) in Mill Spring, NC.

2023 USPC Convention – January 18-22, Marriott St. Louis Grand, St. Louis, MO.

General Comments

Comments from President Ben Duke

In his final report, President Duke stated that together we have accomplished a great deal in the last four years and that the achievements outlined were not his achievements, but Pony Clubs.'

- A simplification of our policies, procedures, and by-laws.
- A revamping of the Riding Center formation and approval process, simplifying it and thereby expanding our Riding Centers program.
- A review of our programs and how our constituents feel they are being served culminated in the remarkable survey and study undertaken and analyzed by Dr. Lori Garkovich.
- The formation of the Task Forces that carefully considered Dr. Garkovich's work and crafted and recommended some sweeping changes for Pony Club operations, activities, and processes. Almost all of these recommendations ultimately were approved by the Board of Governors. Many already have been implemented.
- These changes have simplified and strengthened the Pony Club program, taking into consideration the many differences our geographically diverse footprint offers.
- Although COVID-19 brought many unwelcome restrictions to Pony Club activity, a silver lining emerged as our organization embraced virtual opportunities and activities, many of which will continue to serve USPC moving forward.
- An expansion in how we approach the diversity and inclusion that always has been a Pony Club priority. The establishment of a new Diversity, Equity, Inclusion, and Accessibility Committee has reinforced Pony Club's commitment to serving its members and the greater public in engaging and expansive ways.
- The new requirements for our adult members and volunteers for Safe Sport™ training demonstrate Pony Club's ongoing commitment to the safety and well-being of our entire USPC family.
- Over these past four years, Pony Club has renewed and strengthened its long-time and historical relationship with the Masters of Foxhounds Association (MFHA). The United States Pony Clubs might never have come into being were it not for the MFHA leadership 67 years ago. Our shared values relating to land conservation and animal care have been a part of Pony Club's educational program since the beginning.

- USPC has engaged fully with the Pony Club International Alliance (PCIA), helping establish an International Youth Board, promoting and participating in an International Quiz competition, and sharing of our Standards and Certifications, as the member nations, work to develop consistency across International borders. This is all in addition to organizing and promoting the various International Exchanges.
- We have gone from frequent deficit spending budgets to surplus budgets that have allowed Pony Club to sustain its programs and activities.
- In partnership with Equine Network, we produced a documentary film highlighting two Pony Club members during the 2022 Festival. It was a great retrospective on The U. S. Pony Clubs and its programs, philosophy, and values.
- Pony Club's presence on various social media platforms has transformed its marketing efforts. The happy result has been in the increased membership numbers.

President Duke thanked the national office staff for their hard work, and to always remember: Excellence is attainable; perfection is not.

Comments from Executive Director Teresa Woods

Staff Updates:

Woods thanked Samantha Smith the outgoing Director of Marketing & Communications for her work in developing a branding guide for USPC.

There is one more staffing update, Mary-Courtney Gaddini will be stepping down as the Marketing and Instruction Coordinator.

New Collaborations:

USPC recently entered into a collaboration and revenue sharing agreement with Ride iQ. Ride iQ is the developer of a mobile app with on-demand audio lessons taught by equestrian coaches. This exciting partnership will provide USPC members an opportunity to access hundreds of on-demand audio lessons and instruction from some of the best coaches in the world. This innovative tool offers lessons for every level rider, D-1 through A, and will help members continue to progress through their certification levels.

Departmental Highlights:

- Development had an outstanding finish to the year. The USPC Annual Fund exceeded its budgeted goal by 11%! Many thanks to staff and volunteers for their dedication to funding the work of the USPC, and to our donors and corporate sponsors for their generosity.
- The USPC membership increased by 660 members. This is the first time in recent history that the USPC has seen an increase in membership, let alone a significant increase.
- Despite operating under new norms in the second year of the pandemic, the USPC finished on a very solid financial footing in 2021.

- Promotional efforts have continued to ramp up across all departments and media channels. In a short period of time, much has been accomplished in terms of the USPC branding consistency.
- USPC's multiple investments in technology, coupled with the hard work of staff and volunteers have resulted in USPC having the first fully integrated virtual, live stream, on-demand, and in-person convention.

Woods expressed her deepest thanks and gratitude to President Ben Duke and stated that his stellar and steadfast leadership over the past four years has led our organization forward in the most positive of ways. Woods stated that she is equally thankful that USPC will continue the path of excellence under incoming President Jennifer Sweet's leadership.

Report from the Treasurer/Finance Committee

The ongoing COVID-19 pandemic presented USPC's continued operational challenges in 2021. USPC applied and received a second forgivable Small Business Association Paycheck Protection Loan for \$177,327.

The USPC National Office Staff and committees-controlled expenses to make up for lost revenue.

The Activities Department pivoted to a virtual format for the USPC 2021 Convention, which contributed \$45,000 to net income.

We had our first-ever virtual Quiz Rally which was a huge success and contributed more than \$20,000 to net income.

The USPC Festival was held in July. Expenses were minimized, but with fewer participants, the revenue and the net income were down by approximately \$150,000.

The most meaningful and impactful thing that helped USPC across the challenges of 2021, was the support, spirit of generosity, and continued loyalty of our members, their families, donors, corporate sponsors, and volunteers. The Development Department exceeded its revenue goals.

USPC's membership numbers increased by over 9% in 2021.

USPC's investments performed well and generated a net income of over \$600,000.

USPC's cash balance is strong at \$894,000 which will help may with any challenges encountered in early 2022.

Total operating income in 2021 was \$2.7million with a total operating expense of \$2.4 million for a net operating income of just under \$290,000.Net restricted investment income was over \$603,000. The total net income is just over \$900,000.

Report of VP of Instruction

A Zoom meeting was held for National Testing (now Examiners Committee) and the Horse Management Committee, along with all Instruction Council members were invited to attend to learn about the changes to the Instruction Committee structure.

The Horse Management Committee worked on simplifying score sheets for the 2022 Horse Management Handbook and Competition Rules. The Required Equipment Amplification section is now back in this document as it serves as education for membership and leaders.

Four new Chief Horse Management Judges (CHMJ) were added to the roster in 2021 along with four new apprentice National Examiners (NE).

USPC will host the United States Eventing Association (USEA) Instructors' Certification Program (ICP) for Dressage Levels I, II, & II June 14-16, 2022, and Jumping Levels I, II, & II July 11-13, 2022 all at Jigsaw Farms in Illinois.

Report of VP of Activities

Committee Updates

The Competitions Committee's focus will be supporting the local rally organizers, encouraging leaders to host rallies, and tracking participation. Documentation and guidance on hosting rallies in conjunction with other competitions are in the works and committee members will work with specific regions.

The Discipline Education Committee continues to work on the Discipline Educational Handbooks.

The Special Opportunities Committee will focus on creating a long-term fundraising campaign to raise money to support the hosting of USPC hosted exchanges as no in-person International Exchanges are occurring until the fall of 2022 at the earliest.

The Discipline Promotions Committee is without a Chair currently. The committee is working on creating a discipline promotion plan to serve as a roadmap for the committee's work. A short-term project they are working on is a Discipline Promotion Video Contest, where members create a short video highlighting their favorite discipline within Pony Club.

Championships 2022

Championships East will be held July 27-31 at the Tryon International Equestrian Center in Mill Spring, NC.

Championships West will be held July 1-8 at Twin Rivers Ranch in Paso Robles, CA.

The Board approved to consolidate the Frances Pitts, Inter-Pacific, and the Strassburger Donor Restricted Funds into a single fund to support USPC International Exchanges and Special Opportunities.

Report of VP of Regional Administration

USPC's 2021 membership in Club, Center, and National Members categories increased by 660 members, which is a 9% gain, and the highest number of participating members since 2018. It is also the first time since 2014 that there has been an increase in the number of members from the prior year. Historically, this is the highest single-year net membership gain in 25 years and is the greatest percentage of gain reported since 1989.

Regional Administration was able to provide a professional development opportunity, presented by Pryor Learning Solutions to leaders on Friday during the USPC Convention thanks to the Mattingley Fund. The seminar focused on the development of interpersonal and communication skills to work together and resolve conflicts when needed – keys to successful leadership.

National Youth Board (NYB) Report

The NYB Marketing & Communications Committee has had great communication and outreach with the USPC Marketing & Communications Committee, but a more consistent schedule of sending in posts, posts for the blog, and other forms of marketing will be reorganized and revamped in 2022.

The film competition is on hold now due to changing social media policies. Instead, we will have a Shop Pony Club photo challenge, details to follow later.

The Upper Level & Member Affairs Committee has been renamed the Member Affairs and Networking Committee.

The Pin Promise Committee has not been active this past year, though multiple ideas for new pins were discussed. This committee will now become a sub-committee of the Marketing & Communications Committee.

The NYB planned to go off-site to Untamed Spirits Therapeutic and Education Program, in Virginia Beach, VA, for their Service Project during the USPC Convention, but it was canceled due to transportation difficulties and impending weather. The NYB stayed at the Convention and interacted with our sponsors, trade fair vendors, and were present at educational classes that were presented on Friday. It is important for the NYB to serve our membership as well as serving those outside of USPC.

Equine Scholars Program – Reviewed feedback from the October Board Meeting and revamped the proposal. It will now be called the Student Incentive Program. The program is designed to encourage college-age and above members to continue their involvement with USPC while maintaining their careers outside of USPC and supporting any academic endeavors beyond the USPC confines. Highlighting the diversity and inclusion in our scholars that continue to give back to USPC in a meaningful way will encourage them to stay with their program for the long term instead of fading out as they pursue careers outside of the equine industries

The Board approved the Student Incentive Program in concept with further Board review at the May Board meeting.

Pony Club International Alliance (PCIA) Report

The British Pony Club (United Kingdom) and the United States Pony Clubs, Inc. both are seeing an increase in membership numbers.

The South African Pony Club membership numbers have returned to pre-COVID levels. Sporting events continue in the country, but there are some restrictions.

The Canadian Pony Club held its semi-annual meeting in January with youth members invited and held two virtual events – National Quiz and Dressage.

The New Zealand Pony Club membership is stable, and they are planning events in 2022.

The Australian Pony Club membership is stable at pre-COVID levels, however, there are concerns about the cost of fuel, and everyday items increasing might impact membership in 2022-2023. They are implementing new software for membership and events (*JustGo* product) and will be hosting a Virtual Quiz in 2022.

The Modern Pentathlon decided to eliminate the riding phase which could affect Pony Club Tetrathlon. The chair of the PCIA is drafting a letter of support for the riding phase on the behalf of the PCIA to be sent to the International Modern Pentathlon Union (UIPM).

2022 Exchanges – The Foxhunting Exchange will be hosted by USPC in Aiken, SC the end of November. The Irish Pony Club and The Pony Club (UK) will be sending teams.

USPC has two representatives on the PCIA Youth Committee – Tanner Kooistra and Jessica Flores with their first meeting be held in February.

Board Committee Highlights

Safety: The committee posted a Disaster Plan in Enews and posted it on Facebook and Instagram and is working on a Disaster Plan poster.

Marketing & Communications: The Prospective Member Booklet has been renamed Introduction to Pony Club. It is a full description of membership, discipline, governance, and more. It is available for local leaders in print form along with postcards that have a digital address and a QR code to access the full document to share with prospective members, new members, and their communities.

The Promote Pony Club section has been updated where embroidery vendors (with clear embroidery files and thread color information) for producing USPC logo wear and where regions, clubs, and centers can find letterhead and logos for their correspondence.

USPC social media sites have been well received posting weekly different department activities has helped keep members, leaders, and volunteers more informed.

New media partners for this year: Young Rider and Retired Racehorse Project, along with a renewed partnership with Interscholastic Equestrian Association (IEA).

USPC will have a booth at Land Rover Kentucky Three-Day Event in April.

Development: Congratulations to the Lake Shore Region, for 100% of clubs and riding centers giving to the Annual Fund.

There is a new college scholarship fund in the memory of a longtime USPC volunteer, Bodgie Read, whose father Col. Howard Fair was one of the founders of USPC. The fund was put in place by her son. The scholarship is to recognize Bodgie's passion for Eventing and Dressage to those members who participate and volunteer in these disciplines.

The Annual Fund raised \$278,234.76 for 2021, which is \$29,535 more than our 2021 goal. Thank you to all our Pony Club friends, family, volunteers, members, sponsors, and donors. Giving from clubs, centers, and regions represented close to \$19,000.

2022 Corporate Sponsors signed to date

Shapley's Grooming Products as the Official Grooming Product Sponsor

Triple Crown Nutrition as the Official Feed Sponsor

Wintec as the Official Saddle Sponsor

Kerrits Activewear as the Official Apparel Sponsor

Strategic Planning: The new Strategic Plan is available on the [website](#).

Diversity, Equity, Inclusion & Accessibility (DEIA): The committee presented a virtual workshop during the USPC Convention to introduce themselves to leaders, members, and volunteers. If you or anyone you know have a story that you would like to share, please email them to DEIA@ponyclub.org.

Governance: The committee continues to review all policies to simplify and clarify the following – what are policies, what are procedures, and what can be eliminated.

The Following policies, procedures, and resolutions are new:

- Gift Acceptance Policy and its Procedure
- Resolution #11 Instruction Council and Committees
- 1800 P.3 President's Award

The following policies, procedures, and resolutions have been revised:

- 1700 P Policy Development and Review
- 1800 Recognition

The following policies and procedures have been retired:

- Policy 5000 Instruction Council
- Policy 5001 Instruction Council and Committees
- 5001.A Curricula and Standards Committee
- 5001.B Horse Management Committee
- 5001.C D-1 through C-2 Committee
- 5001.D National Testing Curricula Committee
- 5001.E National Testing Committee
- 5001.F Visiting Instruction Program Committee
- 5001.H National Youth Congress/Academy of Achievement Committee
- 6850 Overseas Visits/International Exchange/Competitions

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

Report of the USPC Convention Committee

The 2023 USPC Convention will be at the Marriott St. Louis Grand hotel in St. Louis, MO, January 18-22.