



CHAPTER 1

PLANNING

YOUR

ACTIVITY



P L A N N I N G Y O U R A C T I V I T Y

For the purpose of this manual we shall define:

FAIRS: Combination of horse/non-horse activities and seminars. This kind of event would require and equine facility.

SEMINARS: An event that does not require the utilization of live Arabian/Half-Arabian/Anglo-Arabian horses. The facilities for this kind of event could include hotels, schools, community centers, farms, churches, etc.

MINI CONVENTIONS: Could be a combination of business meetings in conjunction with a seminar and/or fair.

When assigning jobs to volunteers, you should take into consideration the expertise of each individual for the specific assignment.

First visualize your goals and expectation. The selection of a format should take into consideration the size of the club(s), region(s), the number of available volunteers, financing, the seasons and weather, time frame and your other needs.

Please note that this committee considers the social programs and events to be a most significant part of any successful program. Demographics studies (surveys) prove that most people own horses for two major reasons: first, the love of the animal and second, social interaction with other horse owners.

SECTION A OPERATIONAL OUTLINE

NOTES

- I. CHOOSING YOUR ACTIVITY
- II. CHOOSING YOUR CHAIRMAN
- III. ESTABLISHING COMMITTEES
 - a. Marketing and promotion (community involvement, Chamber of Commerce, Junior Leagues, etc.)
 - b. Advertising sales (programs, notebooks, etc)
 - c. Speakers/clinician procurement
 - d. Youth leader
 - e. Social events (meal planning, sponsors for breaks, parties, etc)
 - f. Exhibits
 - i. Commercial exhibits (selling space, collecting money, assigning space)
 - ii. AHA booth (explaining Sweepstakes, Futurities, Community Shows, Class A, Regional and National Shows, Special Youth Programs, (including Youth Nationals), Membership benefits, (including Modern Arabian Horse) and a complete list of all available videos, merchandise and brochures)
 - g. Patron program
 - h. Stallion row and/or solicitation of other special exhibits (Regional Champions, National Champions, Class A Champions and/or farm exhibits)
 - i. Sponsor procurement
 - j. Show and special events
 - k. Secretary (minutes of meetings, and correspondence registration, contracts, etc.)
 - l. Treasurer (in charge of budget and all financial records)
 - m. Facility coordinator (audio visual needs, sound equipment, lighting, seating, stalls, bedding, horse equipment, etc.)
 - n. First Aid
 - o. Sales

SECTION B CHOOSING YOUR ACTIVITY

Choosing your activity requires a number of considerations:

Area Needs – What are the interests of people in your area? How large is the population in your area?

Club Size – Do you have enough willing members to staff the activity? Do you have the interest, desire, finances, and/or facilities to accommodate your activity?

SEASON – What will the weather be? Are facilities available to overcome adverse weather? Are there holidays or other functions, which will enhance or detract from your activity?

CONFLICTS – Are there other events taking place during a similar time frame in the same city/state that could conflict with your event?

TIME FRAME - Is there enough time to properly promote your activity? A small clinic, seminar or demonstration will take less time than a fair or mini convention.

AVAILABLE VOLUNTEERS/ EXPERTS – Your first contact must be personal, a face to face meeting or a phone call. Any commitment should be followed up with a letter specifying the services to which you agreed. Be sure the follow-up letter goes out as soon as possible. A sample is included as a guide.

***Visualize your goals and expectations.
Be bold but be realistic.***

NOTES

(Send two (2) copies along with a stamped self addressed envelope for them to return the contract)

SAMPLE – VOLUNTEER REQUEST LETTER

Arabian Horse Club
Fantastic Foal Street
Fillytown, 10000
123-123-1234
email@email.com

Month/Day/Year

Joe Volunteer
Your Street
Your Town, State, Zip

Dear Mr. Volunteer,

Our club is in the process of putting together and “Arabian Horse Event.”

Included at this event will be clinics and speaker panels. We would love to list your name as on of the possible volunteers speakers.

If you are interested in helping our club implement this project, please return a signed copy of this letter along with a current phone number, cell number and email address.

It would be most helpful if you would take a moment and list the areas in which you would feel most qualified, i.e. Halter, health care, equitation, trail riding, breeding, etc.

If you have any further question, please feel free to call me at the above number or email address.

Sincerely,

.....

I would like to help your club with their event.

Signed _____

Phone # _____ Cell # _____

Email address _____

Area of Expertise; _____

Fee (if any) _____ Expenses reimbursement: ____ No ____ Yes

SAMPLE – VOLUNTEER THANK YOU LETTER

NOTES

Arabian Horse Club
Fantastic Foal Street
Fillytown, 10000
123-123-1234
email@email.com

*(Send two (2) copies
along with a
stamped self
addressed envelope
for them to return
the contract)*

Month/Day/Year

Joe Volunteer
Your Street
Your Town, State, Zip

Dear Mr. Volunteer,

Thank you for volunteering at our "Arabian Horse Event."

Please sign a copy of this letter and return it along with a current phone number, cell number and email address.

It would be most helpful if you would take a moment and list the areas in which you would feel most qualified, i.e. Halter, training, health care, equitation, trail riding, breeding, etc.

If you have any further question, please feel free to call me at the above number or email address.

Sincerely,

Signed

Phone # _____ Cell # _____

Email address _____

Area of Expertise; _____

Fee (if any) _____ Expenses reimbursement: ____ No ____ Yes

SECTION C CHOOSING YOUR CHAIRMAN

The Challenge of Committee Participation

A committee can be one of the most productive tools that an association has to work with. Whether you are chairing a committee or are a committee member, you face the challenge of getting involved in the work the committee was formed to accomplish.

Your contribution and your participation on the committee will determine its success or failure. If you participate, get involved, and encourage others on the committee to do so, the committee will be successful. Remember enthusiasm is contagious.

The findings of a committee have a direct impact on the decision made by the officer and the board of directors of the association. The energy you put into your work on the committee has a direct influence on the direction your association takes.

... The basic purpose of a committee ... (is) to determine through its collective wisdom, which is usually superior to that of any one member, the best solution to a problem.

FUNCTIONS OF A COMMITTEE

The primary function of a committee is to contribute to the efficient operation of an organization. In most cases, a committee is concerned with the communication of information and with assisting the leadership in the decision-making process by providing needed information.

GUIDELINES FOR CHAIRING A COMMITTEE

Even with capable members on the committee, a firm goal to achieve, and the support of the association staff, a committee without strong leadership will be handicapped. During your term as chairman of the committee, the most consistent help will come from the association executive and staff. To a great extent, your ability to work with them will determine your success as head of your committee and a leader in your association.

The association executive and staff are familiar with the operations of the organization, and as the head of a committee, you should seek their assistance in selecting committee members, setting objectives, and reviewing the work and communications of your committee. By keeping the association staff informed and familiar with the committee's activities and progress. They will be able to advise you on problems and procedures and can point out possible pitfalls.

The success you achieve as head of the committee will largely depend on your ability to preside and guide the meetings of the committee to a definite goal. The following guidelines should assist you in reaching that goal.

- Always start the meeting on time and work with a definite agenda
- The reason for the meeting should be stated briefly and clearly at the beginning
- Make sure committee members get all the information relating to an issue, both pro and con.
- Keep a low profile while taking charge of the direction of the meeting.
- Review the committee's objectives relative to the objectives of the association
- Keep the meeting moving; interest lags when action lags. Get as much participation as possible. Keep responses short; GET TO THE POINT.
- Speak clearly. If you can't be heard, you can't exercise control.
- Insist on order.
- Talk to the group, not individuals.

- Make sure that each individual taking the floor talks clearly and audibly. Sum up what the speaker said, entertain discussion, and obtain a decision.
- Control aimless discussion by recommending further study
- Don't argue with the individual who has the floor. Ask question if you disagree, but remember that as presiding officer you should remain neutral.
- If you have a comment, ask for the floor as a participant.
- Make sure adequate minutes of each meeting are kept and that they are distributed to each committee member.
- Check at the end of the meeting to see if members feel all relevant subjects have been adequately covered.

PREPARING FOR THE COMMITTEE MEETING

Preparation for the committee meeting is essential to its success. Laying the groundwork for the task the committee has to accomplish is a function that begins with the chairman of the committee and is then carried on by the members, both before and during the meeting.

An agenda needs to be drawn up and sent to all members of the committee. It should include all topics to be discussed at the meeting and should also include the date, location, starting time, scheduled breaks, and anticipated adjourning time. Any supporting or background material to further explain or detail the items on the agenda should also be included.

Select the time and place for the meeting. The chairman of the committee and the staff should determine the time and place that will get maximum participation from the members.

Facilities need to be arranged. After the when and where are taken care of, all the details of the meeting room have to be planned. The following is a list of physical requirements that should be kept in mind when planning for the meeting

- The meeting room should be comfortable for the group that will meet in it – not too large or too small. It should be located in a place as convenient to all the members as possible
- If directional signs are needed, arrange for them. If in a hotel, post the meeting name and room in the lobby directory. Also post the name of the meeting outside the meeting room.
- Make sure before the meeting begins that lighting and ventilation are adequate. Check the temperature. Find out whom to call if any of these conditions should change.
- Based on the size of the committee, determine what seating arrangement and table size and shape is best suited. For a small committee, round or oval tables work well.
- Keep these points in mind when determining seating arrangements: Don't place talkative friends next to each other or directly across the table; unless you want a confrontation, don't place hostile persons next to or across from each other.
- Chairs should be comfortable, particularly if the meeting will be lengthy.
- Notepads, pencils, water and glasses should be provided.
- If a blackboard is needed, make sure chalk and an eraser are also provided.
- When audiovisuals are to be used, make sure there is someone present who can operate the equipment. If projectors are needed, ask that an extra bulb be available. Check that the screen is at the proper distance from the projector. Test microphones before the meeting if they are going to be used.

NOTES

- If all the members of the committee don't personally know each other, consider using name cards in front of each seat and/or name badges for each person. You might also go around the room and ask everyone to introduce themselves
- Be sure to provide sufficient beverages for morning and afternoon breaks. Have a selection available, including coffee (regular and decaffeinated), tea, and soft drinks.
- Avoid serving heavy meals before or during the meeting to help members stay alert.
- Keep extra copies of the agenda and supporting material.

HOW A COMMITTEE MEETING IS STRUCTURED

Following is the generally accepted sequence, order of business that is observed for a meeting.

1. Call the meeting to order.
2. Take roll call (sometimes omitted)
3. Approve minutes of the previous meeting.
4. State the purpose of the meeting.
5. State briefly the program for the meeting.
6. Discuss and resolve agenda items as they appear.
7. Entertain new business
8. Adjourn the meeting.

SECTION D ESTABLISHING COMMITTEES

NOTES

Each committee must have the proper balance of experts in the field and of those who are interested in learning more about the field. Effective committees don't just happen. They are a combination of the right individuals, a mission, good leadership, (and) good staff work.

Choosing Committee Members

The make-up of certain committees may be provided for in the constitution or bylaws. More often, though, the chief elected officer, consulting with the chairman of the committee, appoints the committee members.

Regardless of the method used for selection committee members, it is important that the association executive and staff be involved. With staff assistance, the capabilities of individuals being considered for committee membership can be examined, and any additional background information needed can be gathered.

When choosing members for a committee, try to have a good mix of mature, successful, experienced members and members who are new to the profession. The newer members will bring in fresh ideas and insights to the committee; experienced members will provide guidance and perspective.

One way to arrange the committees is to put the mature, experienced members on committees concerned with board policy making and to place the younger, less experienced members on committees with high visibility. Younger members will be much more likely to perform in apposition that puts them on display.

Following are some guidelines on effective committee operation:

Committee members:

- Should be appointed because they are either knowledgeable about or interested in the committee's area of activity.
- Should know who the committee chairman is.
- Should know what the specific responsibilities of the committee are.
- Should know what the association's practices, policies and procedures are.
- Should know what the responsibilities of the association staff to the committee are.
- Should know what the past performance of the committee has been.
- Should know what the reporting procedure to the board of directors is.
- Should establish only realistic, attainable goals.
- Should give recognition to the committee chairman and other members of the committee.
- Should get involved and participate.

Considerations

- Study the agenda carefully before you come to the meeting. Ask for clarification if any items are unclear. Review the supporting material
- Stick to the agenda during the meeting. Bring up new business only at the appropriate time.
- Determine what the exact purpose of the meeting is and decide in advance how and what you will contribute to it.
- Keep your replies short and to the point. You are there to seek information, not deliver an oration.
- Speak in a voice everyone can hear. Wait until you have the attention of all the committee members before you begin your remarks. The presiding officer should insure that a desirable atmosphere exists.

NOTES

- Speak to the entire group, not just the person sitting opposite you.
- Repeat remarks if you think they were not heard.
- If your remarks are lengthy or involved, sum them up at the end of your discussion. Someone may have forgotten your objective before you've finished.
- Don't hesitate to comment, criticize constructively or disagree. Know your subject and ask for support from members that believe as you do.
- If you disagree with the speaker, make your comments at the proper time.
- If you have a comment, ask for the floor rather than joining in aimless group discussion. If what you have to say is a genuine contribution and really does make a difference, don't let it get lost in confusing conversation.
- There may be dissenters on some subjects. Ask them to summarize their conviction in a direct statement. This permits a more thorough examination of an idea that could be highly constructive when completely understood.
- Hurriedly passed motions usually don't receive the consideration they deserve. Better to table them until the next meeting, when they can be discussed in detail, than to pass a motion you might regret later.

Committee Size

The size of the committee is primarily determined by its purpose and the nature of its work. If prompt action is essential, it is best to limit the number of committee members. A smaller group takes less time to organize, can communicate more rapidly and will be able to act faster.

A larger group, on the other hand, will allow more diverse viewpoints to be heard, although it will usually require longer doing so. A larger group will be able to solve a greater variety of problems because the number of skills available will increase proportionately with the group's size.

Some associations appoint corresponding members to their committees. A corresponding member does not usually attend committee meetings, but does receive all committee mailing, and is asked to respond in writing to the materials, offering comments or suggestions.

Conclusion

Committees perform a necessary function in the operation of associations. They provide a cross-section of experience and knowledge and allow for continuity of thought and cooperation. Committee work serves as an excellent training ground for future association leaders. The opportunity for an individual to participate in committee work, and the challenge it provided, enhances the feeling of belonging, and of playing a significant role in the association, and increases loyalty toward the organization.

The suggestions made in the booklet are a starting point. The quality and quantity of your participation will determine how rewarding and productive your term on the committee will be.

Section E Activities, Topics and Social Activities

NOTES

Many other topics are available; the only limit is your imagination. Included in this list are brief descriptions of the topics

GENERAL TOPICS

Amateur & No-Professionals – have someone define what is an amateur, what is a non-professional, what is a professional and the programs designed for each.

Arabian Horse Association – what is it, what its responsibilities are, how to register and update papers, what programs are available? (I.e., sweepstakes, futurities, maturities, National shows, Pleasure rides, Competitive and Endurance, recreational riding, Community shows).

Arabian Horse Trust – what is it, why it exists how and who to contact.

Arabian Organizations – Contact AHA for a list of related Arabian organizations – Reining, Cutting, Arabian Professional/Amateur, Youth, Racing.

Art Auction – an auction where artist or donors sell on percentages or donate total receipts.

Calcutta – an auction to purchase a horse and rider/handler for a class or race where the class winner may receive a percentage and the winning bidder(s) receive a percentage, need an auctioneer and ring men.

Choosing the right horse – pre-purchase examination by a vet, farrier and trainer. Ask an expert.

Clinics – any topic with a horse as in hands-on- demonstrations (any presentation with horses or equipment)

Competitive and Endurance – designing courses and staff. AHA AERA and North American Trail Ride Conference associations will help with information and speakers.

Construction – barns, swimming pools, fencing, round pens, arenas, building codes, etc.

Dressage – contact United States Dressage Federation.

Drill Team – Patterns and instructions,

Education and Evaluation Commission - contact AHA Judges and Stewards Commissioner.

Equine Dentistry – vet and others

Equine Therapy – acupuncture, chiropractic, massage and orthopedics.

Farm Equipment – trucks, farm tractors, trailers, automated farm equipment, treadmills, walkers and swimming pools.

Farm management – bookkeeping, general labor, record keeping etc.

Farm visit – good family activity for both education and fun.

Farrier – care and maintenance, shoeing, disease, your farrier and lameness, etc.

Fashion show – riding clothes manufactures, distributors, and retailers will assist with materials and clothing. Use members as models.

First Aid – for horse and rider, things that should be in every barn and arena for show and trail.

Fun classes – ride a buck, egg and spoon, goat tying, funny costumes, water battle, dog classes, boot race, pro-am, etc.

Futurity – what is a futurity? Nationals, Regional, local (halter, performance)

Gymkhana – ring race, pole bending, barrel racing, arena race, scurry race, tunnel race, catalogue race, hot dog race, pony express race, keyhole race, goat tying, and ribbon roping. You will need a stopwatch, announcer, gate people and supplies for the races.

Heritage and legacy of the horse – lecture, videos, handouts and slides of the past and the future of Arabian horses. Contact AHA.

NOTES

Holistic medicine – Treating with herbs, natural medicines, chiropractic, massage and other non-conventions means.

Horse packing – How to fit a horse for distance travel, how to choose proper equipment and tack, how to locate licensed guides, how to practice weather awareness, and how to put the equipment and tack on the horse.

Horse show Olympics – hay bale toss, whip toss, wheelbarrow race, trailer unload, tack change, etc.

Hunter Course Design – necessary obstacles, what is legal, equipment and supplies.

Insurance – horse, property, equipment, personal, liability, workmen's compensation, surgery, life, etc.

Judging – General and specific information as you feel is required for your audience. See Chapter VI "Experts/Resources" for Judges and Stewards Commissioner.

Making a native costume – requirements for class, design, and where to obtain fabric.

Nutrition - how and what to feed for the general health of your horse.

Panel Discussions – number of speakers on a certain topic with questions and answers to follow.

Photography – Using a professional with slide presentations or live horse – staging, lighting and types of film.

Production promotion – suppliers and or manufactures can act as speakers. Magazine publishers and promotional advisors are available.

Racing – Endurance, facility to hold event and staff required. American Endurance Riding Conference will provide information. Flat racing staff, official's endurance and track. Arabian Jockey Club will provide information.

Recreational Riding – US Forest Services trails, poker rides, paper chase rides and ride/tie.

Research Projects – Vet Schools, Morris Animal Foundation, equine drug suppliers, over-the-counter remedies, etc.

Sales – Government licenses, private treaty sales, silent sales, and consignment sales. Necessary staff and paperwork required.

Seminars – Discussion without live horses, classroom atmosphere, any sue films, slides, videos, etc.

Show Grooming – clipping, bathing, specialties and supplies.

Show Officials – Contracts, when to hire officials and staff, who should hire judges, stewards, vets, etc.

Speakers – Refer to Chapter VII, How to Find your Experts/Resources

Stallion service auction – how to: solicit stallions, advertise, negotiate contracts and agreements and develop bidders.

Stress – how to lessen stress on foals, mares, show horses and pleasure horses and even people.

Tack/Equipment – maintenance, how to buy, how to fit, etc.

Tours – tour of barns, farms, vet hospitals, colleges, etc.

Trail Riding – how to locate trails and prepare for rides

Training your leaders – Youth Department of AHA, 4-H (county and state), FFA (county and state) and colleges with equine programs and short courses.

Transportation – commercial hauling, buying the right trailer and equipment, safety, etc.

Vacation with horses - Travel agencies, US forest Service, State, county and local parks, local Chamber of Commerce, horse motels, bed and breakfasts, etc.

Veterinary – care, maintenance, breeding, vaccinations, and health problems

Veterinary Schools - Admission policies, short courses and hospitals.

YOUTH TOPICS

4-H, FFA and Pony Clubs - Refer to Chapter VII, How to Find your Experts/Resources

Activities for non-horse owners – Art contests, essay contest, judging contests, stick horse, photo contest, etc.

Career Options - farrier schools, Vo/Ag Tech schools, colleges, graduate schools, apprentice programs.

Choosing the right horse – consult vets, and trainers to determine suitability of horse to rider.

Dress for success – correct equipment, make-up, attire and hair.

Equitation – can be a lecture or hands on clinic, patterns, proper equipment, etc.

Essay – determine subject and number of works, using a college English class, etc. to grade well ahead of event.

Hippology – contest using large signs to identify questions about horses or equipment.

Responsibility of horse ownership – maintenance, vet care, farrier care. etc.

Riding for fun – trail rides, gymkhana.

Stick horse – instructions, supplies, designs, staff, etc.

Team events – Youth judging team, Youth Nationals, team penning, etc.

Youth Bowl – Two panels with buzzers, in question and answer format.

SOCIAL ACTIVITIES**General**

Banquets - Size, reservations, facilities, planning, menu costs, etc.

BBQ/Pig Roast – contact local provider for costs and help.

Calcutta – may include dinner, pizza party, dance, refreshments or video. Will need auctioneer and ring men.

Coffee Breaks, Coke Breaks, Continental Breakfast – sponsor, time and location.

Dancing – live band, records, DJ, instructions, locations, time, etc.

Fashion show - riding clothes manufactures, distributors, and retailers will assist with materials and clothing. Use local members as models.

Fortune Tellers – Check yellow pages

Ice Cream Social – Location, sponsor, quantity, time and costs.

Pizza Party – how many, cost, drinks, sponsor and location.

Tours – Barns, farms, vet clinic.

Trail rides – check with state groups, local farms, and US National forest Services, state game lands and local 4-H agents.

Wine and Cheese Party – time, location, legal responsibilities for alcohol, cost, etc.

SOCIAL ACTIVITIES YOUTH

Costume parties – Halloween, funny costume, toga, etc.

Dances – street or barn dance, which could be held in arena, fire halls, etc.

Games – softball, volleyball, football, etc.

Hay rides – check with yellow pages

Magicians/Clowns - check with yellow pages

Splash/Swim parties – contact hotels or private homes.

Trail rides - check with state groups, local farms, and US National forest Services, state game lands and local 4-H agents.

