

Minnesota Hunter/Jumper Association

Committee Handbook

(Updated 2021)



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TITLE: Advertising Committee

BUDGET: None needed

DESCRIPTION:

The Advertising Committee is responsible for seeking out new and renewing advertisers for the quarterly MHJA newsletter, Horseman's Directory, and online sponsors. Additionally, it will seek out past paid advertisers for the MHHS Grand Prix Program, ensuring payments and necessary information is received to prepare and run ads.

PROCESS:

Media Kit

November

- Determine necessary revisions to Media Kit and Ad Insertion Order are made to the new year's Media Kit, including Ad Insertion Order (AIO) form by November 15. Coordinate through Sarah Donnell, AmpMyBrand. sdonnell@ampmybrand.com

December (early)

- Notify Communications Chair of need to post new Media Kit and Ad Insertion Order form on Advertising website. AIO form should also be linked on page mentioning Horseman's Directory Ad process.

Horseman's Directory

January (Early)

- Review prior year's MHJA Newsletter Advertisers spreadsheet to confirm current advertisers in Horseman's Directory (HD.) If you are aware of potential new HD advertisers, send them an email with the following information with a note that you will follow-up by phone within a few days.
- By email, notify all trainers and other HD advertisers of the deadline and process (online or paper). Attach pdf of HD from the most recent newsletter, along with the pdfs of Media Kit and AIO form. *Past experience recommends a personal email to each trainer or advertiser, greeting them by name to make the process feel more welcoming.* Process includes:
 - Completing AIO online or paper copy (include link to page with HD ad information.
 - Forwarding completed AIO, ad and check (if through paper copy) to Advertising Manager.
 - If ad creation assistance is needed, have the individual contact Sarah Donnell.
 - Mention ability to be a home page sponsor (see below.)
 - Communicate person running ad in HD must become a member of MHJA, either Sustaining or Competitive.
 - Communicate the deadline for all information to be received, it is recommended to give yourself a week prior to the actual newsletter deadline.
- Complete information on Advertising spreadsheet.
- If an invoice is requested, forward completed AIO form to the MHJA Treasurer.
- Mail checks received to MHJA Treasurer. On AIO form, make note of check#, amount and date.



- Online Horseman's Directory ads are paid online through PayPal and notification of ads to be run are automatically sent to the mhjazone6@gmail.com account.

February 1

- Send reminder notifications out as needed in order to meet newsletter deadlines.
 - Provide the Communications Chair with narrative for a reminder to be posted on the MHJA web and Facebook page.
 - In many cases, a text is better than an email reminder. Note: in 2021, all but 1 trainer had submitted their information 2 weeks ahead of the deadline.
 - There may be times where the Advertising Manager needs to complete the AIO for the trainer to facilitate the process.
- Finalize Advertising spreadsheet.
- Provide email to Sarah Donnell, Heather Parish and Communications Chair indicating the following:
 - Ads to be removed
 - Ads requiring revision and what the revision is.
 - Ads that are new.
- When Sarah has forwarded you the pdf of the revised Horseman's Directory, send the pdf out to all advertisers on the page, requesting a review and response that the ad is fine or needs changes. Follow-up with Sarah as appropriate.
- When the drafts of the newsletter are received, review EACH version to confirm the HD is accurate.

General Newsletter Advertising

Process generally the same as it is for the Horseman's Directory, however, general ads cannot be completed online, they are by paper only.

January (Early)

- Review prior year's MHJA Newsletter Advertisers spreadsheet to confirm current advertisers in the newsletter. If you are aware of potential new HD advertisers, send them an email with the following information with a note that you will follow-up by phone within a few days.
- By email, notify current advertisers of the deadline and process for running an ad. Attach jpeg or pdf of their most recent newsletter ad, along with the pdfs of Media Kit and AIO form. *Past experience recommends a personal email to each advertiser, greeting them by name to make the process feel more welcoming.* Process includes:
 - Completing AIO paper copy.
 - Forwarding completed AIO, ad and check to Advertising Manager. An invoice may be requested.
 - Mention ability to be a home page sponsor (see below.)
 - If ad creation assistance is needed, have the individual contact Sarah Donnell.
 - Communicate the deadline for all information to be received, recommend giving yourself a week prior to the actual newsletter deadline.
- Update Advertising spreadsheet.
- When information is received, forward email with ad and AIO form to Sarah Donnell and MHJA Treasurer (if invoicing is requested.)



- Send reminder notifications, including text or follow-up phone calls as needed in order to meet newsletter deadlines.
 - In many cases, a text is better than an email reminder. Note: in 2021, all advertisers submitted their information more than 2 weeks ahead of the deadline.
 - There may be a few times where the Advertising Manager needs to complete the AIO for the customer in order to facilitate the process.
- Finalize Advertising spreadsheet.
- Provide email to Sarah Donnell, Heather Parish attaching the ad, AIO and check (unless being invoiced.)
- When the drafts of the newsletter are received, review EACH version to confirm all ads are accurate.

Online Sponsorship

January

- Advertisers of any type have the ability to become a public sponsor of MHJA through the publishing of their logo on the MHJA homepage. Each logo will have a link to their business home page.
- Include this form of advertising during communication with trainers and advertisers.
- Notify Communications Chair of companies who will be online sponsors during the new year. Provide logo (png or gif preferred) and business link.

Communication with Membership Chair

- Notify Membership Chair of advertiser contact name, company name and address to have included with the membership email spreadsheet sent to the Newsletter Editor (Sarah Donnell.)

Quarterly Newsletter Ads

- Three weeks prior to each newsletter deadline, communicate with current advertisers (non-HD) to confirm if they wish to change their ad. If they have already paid for multiple newsletter ads, only the new ad needs to be submitted to Sarah Donnell and Heather Parish, cc Advertising Manager.

Grand Prix Program

The Minnesota Harvest Horse Show produces a program for the Saturday night Grand Prix. Advertisements submitted by sponsors of the horse show are provided gratis and managed by the person heading up MHHS Fundraising.

All other ads are paid for by the advertiser, which typically includes farms/companies regularly running ads in the MHJA newsletter. The process is fairly identical to the General Advertising mentioned above.

August

- Review prior year's Grand Prix Program and MHJA Newsletter Advertisers spreadsheets to confirm past year's Prix advertisers and current advertisers in the newsletter.
- Determine if you or any MHHS Committee members are aware of potential new advertisers for the Prix Program.
- By email, notify current advertisers of the opportunity to run an ad in the Grand Prix Program. *Past experience recommends a personal email to each advertiser, greeting them by name to make the process feel more welcoming.* Include the following information:
 - Deadline (obtained from MHHS Marketing Director) and process for running an ad.



- Attach jpeg or pdf of the ad run in the last Grand Prix Program.
- Include pdfs of Media Kit and AIO form.
- Process includes:
 - Completing AIO paper copy.
 - Forwarding completed AIO, ad and check to Advertising Manager. An invoice may be requested.
- If ad creation assistance is needed, have the individual contact MHHS Marketing Director.
- Complete information on Grand Prix Program advertising spreadsheet.
- When information is received, forward email with ad and AIO to MHHS Marketing Director and MHJA Treasurer (if invoicing is requested.)
- Send reminder notifications, including text or follow-up phone calls as needed in order to meet the newsletter deadline.
 - In many cases, a text is better than an email reminder.
 - There may be a few times where the Advertising Manager may need to complete the AIO for the customer in order to facilitate the process.
- Finalize Grand Prix Program advertising spreadsheet.
- When the drafts of the Grand Prix Program are received, review EACH version to confirm all paid ads are accurate.

DATE LAST UPDATED: February 9, 2021

TITLE: MHJA Annual Open Meeting

BUDGET:

DESCRIPTION:

The President of the BOD organizes the Annual Open meeting and proposes an agenda with support and input from the BOD.

PROCESS:

Things that need to be done.

- **Summer Months:**
 - **Schedule a date for the Open Meeting**
Under the By-Laws, the Annual Meeting must be held between October 1 and December 31 each year
 - **Determine meeting venue**
Virtual or in-person. If a virtual meeting, select a suitable platform and assign someone to set-up the meeting and moderate the meeting. If in-person, confirm and book location. Previous meetings were held at the U of M; however, it would be good to rotate the meeting to various places (east-side/west-side) and see what support you get. It does seem better to schedule this meeting on a weekend, and possibly include the kids, if in person.
 - **Organize and print mailer announcement**
Frequently the notice is mailed with the banquet invite, or another mailer so as to save postage. *The notice of the Annual Meeting must be provided to the Members at least 15 days, but not more than 60 days, prior to the meeting. Notification MUST be in writing and mailed to the members, published in the MHJA Newsletter, OR posted on the Web Site.*
 - **Post the Meeting date on Website**
Communicate with the Website Committee
 - **Post the Meeting date in Newsletter**
Just communicate with the Newsletter Editors. *This one doesn't always work, as the Newsletter schedule doesn't always work for the dates (Fall one comes out before we know the dates, and the winter one comes out after the meeting)*
- **Organize food for the meeting**
 - This is as easy as pizza, deli trays, or other light appetizers, sweets and water or sodas.
 - *There is a budget for this meeting, so the President and the BOD should not have to pay for this out of their pockets.*

DATED LAST UPDATED: February 12, 2021



TITLE: MHJA Banquet Organization & Management Committee

BUDGET:

DESCRIPTION:

Establish theme and celebration for year-end (YE) awards. Coordinate with YE prize committee for set up and distribution of ribbons at the event.

PROCESS:

Timeline-

- Immediately after the banquet, it is time to select the date, location and MC for the next banquet; and confirm the reservation for the next year.
- Facility will set time frames but typically 2- 4 months prior to event:
 - Select menu
 - Set prices
 - Begin Invitations
 - Post Notifications on Website and Facebook
 - Communicate/coordinate with Silent Auction Committee for scope
 - Coordinate with Prize committee in needs for banquet and roles/responsibility for program and slide show
- 8 weeks prior to event:
 - Mail Invitations
 - Connect with Silent Auction and Prize committee
 - Secure board president opening remarks
- Month prior to event:
 - Receive RSVP's
 - Begin list of attendees (Both alphabetical and by barn)
 - Print table cards for barns
 - Determine seating
 - Finalize menus and count
 - Auction communication continues for bid sheets and items
- Day Of:
 - Set up table seating cards
 - Set up check in table
 - Set up MHJA membership table
 - Set up Jr Board table
 - Set up for Silent Auction
- At Conclusion:
 - Make sure auction items are paid for and picked up. Facility is paid as well as the MC.

DATE LAST UPDATED: February 8, 2021



TITLE: Education and Clinics Committee

BUDGET: Education: TBD
Clinics: TBD

DESCRIPTION:

The purpose of the Education and Clinics Committee is to provide members with high-quality information regarding the sport of Hunter/Jumper. This Committee may have separate chairs for Education and Clinics depending on the focus for the year. The educational events will intend focus on horsemanship skill geared toward helping members build and broaden their knowledge of horse care and other equestrian skill.

The Clinic aspect of this Committee will be devoted to providing Hunter/Jumper clinics that provide opportunity for members to improve their equestrian skills. The Clinic Committee will identify the target audience for clinics, clinicians to be engaged, location, type of clinic to be offered and determine a budget for Board of Director approval.

PROCESS:

Educational:

- Prepare a list of ideas for horsemanship classes
- Determine the number of classes to be offered during the year
- Identify a class teacher – typically a person who volunteers time
- Identify a suitable location for the class
- Advertise classes offered on MHJA website and Newsletter
- Depending on event prepare handouts or links to supporting U-tube videos or articles
- Engage the Junior Board/Group to volunteer during class events
- Publish a short article in the Newsletter summarizing the event

Clinic:

- Gather ideas for clinics
- Determine target audience to establish the number of clinics and type (H/J)
- Identify clinician
- Find a host facility based on type of clinic
- Prepare budget request and obtain Board approval
- Advertise clinic on MHJA website and Newsletter
- Depending on type of clinic and requirements of the clinician, work with host facility to prepare for the clinic event
- Engage the Junior Board/Group to volunteer during clinic event
- Publish a short article in the Newsletter summarizing the clinic event

DATE LAST UPDATED: March 6, 2021



TITLE: Harvest Horse Show Committee (Sponsorship only)

BUDGET:

DESCRIPTION:

The MHHS committee is responsible for obtaining sponsorships to fund class prizes and other areas; rider hospitality; vendor management; Grand Prix ticket sales and entertainment; along with liaison for three Minnesota Harvest Horse Show benefactors. Committee meets monthly between May and September to plan the show.

PROCESS:

- **Fundraising**
August: create and distribute fundraising letter includes a personal hand-written note with stamped return envelope. Follow-up as needed.
- **Sponsorship**
 Raised money used to cover the cost of prize money for large classes, exhibitor dinners, photo booth, sponsor and memorial fences, and special show related projects.
 - **July:** Contact past sponsors regarding advertisements for the prize list.
 - **August/September:** contact past box sponsors to obtain advertisements (due in September.)
 - **October Show Week:** Prepare swag bags (item collection from sponsors and bag stuffing with the help of volunteers).
 - **October Show Week:** With the help of volunteers, prepare sponsor boxes/tables, tablecloths and programs, coordination of wine/beer buckets and delivery/pick up of swag bags and buckets.
- **Hospitality**
 - **October Show Week:** Monday - set-up Rider's Lounge in Horse Barn;
 - **Show Week:** Manage the Rider's Lounge, including sponsor/exhibitor party, daily continental breakfast and the evening cocktail parties, including entertainment. (Equine Innovation handles set-up and maintenance of Rider's Lounge.)
- **Vendors**
 - Oversees management of selling and organizing of vendor space inside and outside the coliseum (In 2019 this was managed by a 501(c)(3) volunteer *organization* with oversight by the Hospitality Office Manager).
- **Publicity**
 - Manages all marketing and advertising including media advertising, the MHHS website, MHJA Face Book page and MHHS Instagram. Includes promotional ticket sales through social media. Also involves creating and printing of the Grand Prix program including ad creation as requested by sponsors and advertisers and creation and printing of required posters for the show site. Partnership between Publicity Manager and MHJA Advertising Manager.



- **Ticket Sales**
 - Manages Grand Prix on-line and box office ticket and program sales. Includes providing financial summary of ticket sales upon completion of Grand Prix. In 2018 and 2019, this was performed by the Director of Volunteers for We Can Ride, and a group of their volunteers. Oversight provided by Hospitality Office Manager.
- **Grand Prix Night Exhibitor/Sponsor Dinner**
 - Working with This Old Horse volunteers, oversee successful dinner experience within budget allowed. Includes participating in the selection of vendor and menu and ensuring This Old Horse Lead Volunteer has all questions addressed in a timely manner. Oversight provided by MHHS Committee Member.
- **Grand Prix Pre-Show, Pre-Jump-Off, and Post Show Entertainment**
 - Work with volunteer organizations to create meaningful and time-bound education/entertainment on Grand Prix night (Saturday). Includes We Can Ride Demonstration, honoring “This Old Horse” (Sponsored by This Old Horse), Pre-Jump-off “Pony Hops”, along with Grand Prix Riders autograph session. Hospitality Office Manager ensures Horse Show Manager agrees with plans and his timeframe is honored.
- **Hospitality Office**
 - Staff Coliseum Hospitality Office with individuals capable of answering a variety of rider/owner questions; handle distribution of sponsor packets and exhibitor general admission and dinner tickets and programs; sell general admission tickets, programs, and dinner tickets; and sales of clothing, if applicable. ***Process binder exists for working in this office.***
 - Work with Show Management Office in communication of items to be charged to show accounts; balance cash boxes; and create final sales summary for distribution to Treasurer at the end of the show.
 - Work with Show Manager to agree upon time available for Grand Prix entertainment and confirm with participants.
 - Oversee Vendor Manager, answering any questions that arise.
 - Provide Media Manager with information and number of required posters for horse barn and Hospitality Show Office. Includes giving as much advance notice as possible.
- **Prizes and Ribbons**
 - Work with Horse Show Management Office to ensure ribbons and special awards are at ringside, and individual(s) are present for presentation of awards for special classes. Show Management will handle this responsibility if requested.
- **MHJA Treasurer**
 - Develop annual budget in partnership with key MHHS Committee members. Includes communicating to key Committee members when approved by MHJA Board.
 - During pre-show preparation, communicate regularly with Committee members to learn if over/under budgeted expenses might occur.
 - Post-show develop financial summary for review and determination of benefactor donations by MHHS Committee with approval by MHJA Board of Directors.

- **President, MHJA**
 - Oversee Show Management. Includes confirming approach to show, approving show entries (MHJA-related pricing) and class specifications and schedules. Additional MHJA BOD members may become involved with this process.
- **We Can Ride Liaison**
 - Grand Prix Ticket Sales Manager coordinates with We Can Ride Volunteer Director for required Saturday night volunteer help, including ticket and program sales. Ensure necessary volunteers are available on Saturday night. See also Ticket Sales.
- **This Old Horse Liaison**
 - Exhibitor/Sponsor Dinner Manager works with This Old Horse lead volunteer in the planning and management of the Saturday night dinner. Includes ensuring necessary TOH volunteer help is available to assist with dinner needs. See also Exhibitor/Sponsor Dinner.
- **Equine Innovations Liaison**
 - Rider's Lounge Manager coordinates with Equine Innovations lead volunteer to oversee handling the Riders' Lounge. Ensure necessary volunteers are available for assistance in this area. See Rider's Lounge.

DATE LAST UPDATED: February 12, 2021

TITLE: MHJA Horse Show Planning and Task Force

BUDGET: MHJA Horse Show:
Task Force:

DESCRIPTION:

The MHJA Horse Show Planning committee is a great way to become involved and understand what it takes to organize a local horse show. There are lots of ways to become involved and support the MHJA horse show.

The MHJA Horse Show Planning Task Force has the strategic goal to provide and increase rated horse shows for local MN riders, within 1-1.5 hours from twin cities; while, continuing to support the existing IA horse shows. The Task Force may operate independently of the Horse Show general committee depending on annual objectives and needs.

The Task Force will:

- Establish a roadmap to educate members on cost, time and resources to plan horse shows with the goal to balance expectations; and
- build relationships to develop a long-term strategy to add new horse show facilities.

MHJA Harvest show is out of scope and covered by its own committee.

PROCESS:

Below is a checklist of items that are needed to organize the horse show. Detailed project plan is available for committee chair.

- Secure dates and location
 - Ensure affiliate fees are paid
- Secure show management crew:
 - Show manager, judges, course designer, secretary, jump crew, EMT, announcer, and show steward.
- Office set-up:
 - Show office-prize list, software, judges' cards, and back number
- Facilities:
 - Trailer rental, insurance, port-a-potties, food truck, shavings, hay, tack store, farrier, jumps,
- Prizes:
 - Ribbons, champion prizes, first place prizes, opportunity prizes
- Misc.:
 - Treats, hospitality tent, hospitality lunch, tents at in-gate, block rooms at local hotel, water
- Volunteers:
 - Recruit and organize volunteers for raffle, in-gate ribbons, pictures, running cards, ordering food, ice and water for crew
- Sponsors:



- Set goals for sponsorships. Send sponsor letters, create signage, connect with prize list, send thank you notes

DATE LAST UPDATED: February 8, 2021



TITLE: Junior Board and BOD Liaison

BUDGET:

DESCRIPTION:

The formation of a Junior Board is intended to provide junior members with opportunities to meet other junior riders as well as provide leadership opportunities. The Junior Board will be open to all juniors, with or without horses.

The Junior Board Liaison will provide guidance to the Junior Board and help them develop goals that are consistent with MHJA's strategic objectives.

PROCESS:

The Junior Board:

- Will meet in early spring to elect officers, when needed, and plan goals and activities for the year. Goals set are to be simple and fun for the members. Previous events include:
 - MHJA Show – table with horse treats and an area with kid jumps
 - Bowling & Pizza
 - Grooming & Riding presentation
 - Mason City Summer – Emerson Burr Horsemanship Quiz
 - Mason City Fall - Ask the Judge/Ice Cream
 - Braiding Clinic
 - Junior pages newsletter
 - Banquet – slideshow, kid table, helping with the awards
- Hold regular meetings at a frequency of their choosing
- Select a representative to attend the Board of Directors meetings where they will be given time to share relevant information and make requests, as needed.

The Junior Board Liaison:

- Will support and provide guidance to the Junior Board

DATE LAST UPDATED: February 12, 2021

TITLE: MHJA Medal Finals

BUDGET:

DESCRIPTION:

Committee is responsible for organizing the Medal Finals and running them.

PROCESS:

- May/June/July
 - Figure out at which show the medal finals will be held. If no show can be found, make sure Points Committee and the Newsletter are informed
 - If the final classes will be held, make an application to USHJA for the Medal classes so that we will receive the prizes, hats, backpacks, etc.(which we get free of charge as part of our affiliation dues). The tack stores may also want to contribute prizes. If finals will be held, coordinate with the horse show to cover any special events that may occur during the finals
 - Place ribbon order with Hodges Badge Company for two sets of ribbons. If finals are held at Mason City, Patrice Urban will order special ribbons with her regular horse show orders.
- August
 - Notify all riders who qualified for the Medal and Mini Medal Finals
 - At the Horse Show, if Finals are held:
 - Make sure prizes and brunch are taken care of
 - Be at the ring to organize the presentation of awards along with taking photos
 - Be at the ring with the Medal Specs to answer any questions that might arise
 - If you cannot be at the ring, get a representative who can do all this

DATE LAST UPDATED: February 2, 2021



TITLE: Member Communications Committee

BUDGET:

DESCRIPTION:

The Member Communications Committee is responsible for managing timely communication of topics of interest to MHJA members. This includes managing the MHJA website, Facebook, and other vehicles, if deemed appropriate (i.e., Instagram). Also, responsible for other forms of member communications requiring email distribution, and survey management utilizing Survey Monkey. Note: The Membership Chair will handle emails related to the Membership Process. The official email site for MHJA is mhjazone6@gmail.com.

PROCESS:

Provide information and tools to aid member participation in MHJA and administrative aspects of horse showing. Topics include, but are not limited to:

MHJA Website

Manage the website, updating it on a regular basis to keep it fresh. Includes communicating topical information as identified below. Manage “Did You Know” in a manner that communicates the same message / links on Facebook as is on the website.

- MHJA Bylaws, Board of Director contact information, BOD meeting minutes, Calendar of Events
- Current news applicable to members (Did You Know)
- Membership process and online roster
- Membership and Horseman Directory forms with correct cost association to PayPal
- Class Specifications
- Current year Points, Year-end Awards Program, and Perpetual Trophy Winners
- Horse show information: prize lists, schedules, entries, show venue and results links
- Zone 6 information

December

- Obtain Horse Show Schedule from BOD and publish on the website homepage and calendar entries.
- Obtain and consolidate Schooling Show schedules from Red Pine Horse Show Association, North Run Farm, and Turn Crest Stable. Publish on homepage and calendar entries.

Monthly

- When posting BOD minutes on website, ensure they have been approved as correct at a BOD meeting.
- Review past entries of Did You Know to gain understanding of the type of information posted in the past.
- Become aware during BOD meetings of what may be appropriate to post online and on Facebook, and confirm with BOD members if they are in agreement.

MHJA Facebook Page

Ensure consistency between current news / announcements on website and Facebook as appropriate. Includes:

- Posting upcoming events and news of interest to members and others



- Posting appropriate photos of interest to MHJA members and others
- Facebook site not intended for personal ads
- Administer FSBO/ISO MHJA Facebook site for members.

Membership

November (mid)

- Obtain updated “paper” membership application form from Membership Chair to upload onto website membership page.
- Update the online application forms and pricing, along with early bird discounts through December 31. Note: make sure the additional charge matches PayPal’s fee.
- Test forms online and audit MHJA PayPal account to ensure accuracy. (Once confirmed, perform a “refund” to your account on PayPal.)
- Forward Membership, Sustaining and Competitive weblinks to Membership Chair for inclusion in communication to be written and posted on website and Facebook page.

December (late)

- Obtain the date to remove discounts from Membership Chair.

January (first week)

- Agree with Membership Chair on the format for the membership spreadsheet.
- Populate spreadsheet with download of Competitive and Sustained members having enrolled online as of December 31. Date parameters should start with December 1.
- Obtain updated full membership roster from Membership Chair for use in posting member names on website and communicating via email as necessary.
- With Membership Chair, determine how often the membership spreadsheet (roster) will be updated. December through March or April it may be month-end, however as the show season begins it may be needed more frequently in order to keep the online member roster more current and meet other Committees’ needs.
- Membership Chair will write reminders and forward to you for posting on Facebook and the website, as appropriate.

January 31 - November 30

- Prepare membership download, populate master spreadsheet with Sustaining and Competitive members, and forward to Membership Chair as agreed upon timing.) Date parameters should start with the date of last member update.
- Obtain updated full membership roster from Membership Chair for use in posting member names on website, and communicating via email as necessary.

Membership Directory

April

- When requested by Membership Chair, provide latest online member update (spreadsheet) to Membership Chair for use in populating the Annual Membership Directory and creating the mailing address list. Date parameters should start with date of last member update.
- Obtain updated full membership roster from Membership Chair for use in posting member names on website and communicating via email as necessary.

Newsletter

December (first week)



- Run final online membership roster as of November 30 (end of year for USEF, USHJA and MHJA,) populate spreadsheet and forward to Membership Chair. Date parameters should start with date of last member update.
- This run will be used for the mailing address list that Sarah Donnell will use in mailing December Newsletter.
- Obtain updated full membership roster from Membership Chair for use in posting member names on website and communicating via email as necessary.

March (early)***July (early)******September (early)******November (mid)******December (first week)***

- Regularly download membership database from online new and renewal Competitive and Sustaining Membership Applications. Date parameters should start with date of last member update.
- Provide spreadsheet data in a format agreed upon with Membership Chair.
- Obtain updated full membership roster from Membership Chair for use in posting member names on website and communicating via email as necessary.

Points***June (?) When First Points Summaries are Published***

- Confirm with Points Chair if the top of the page on the Points web page needs to be updated. Have Points Chair provide the appropriate update to you.

June, July, Aug, Sept, Oct

- Coordinate with Points Committee to obtain H/J/EQ points summaries in publishable website format. Post on a timely basis.
- Communicate in “Did You Know” and on Facebook, that the points are now available through xxx (name the horse show.) Provide the link to the points page.
- Coordinate with Points Committee to obtain year-end points results in publishable format and post on a timely basis.
- Confirm with Points Chair if the top of the page on the Points web page needs to be updated with year-end publishing of final points. Have Points Chair provide the appropriate update to you.
- Final Points postings should **NOT** include year-end placements.

Class Specifications***March/April***

- Once finalized by the BOD, obtain Class Specification documents from Class Specs Chair for posting on the website prior to the beginning of the horse show year.
- Confirm with Class Specs Chair if there are changes to communicate in Did You Know and on Facebook. Chair will prepare the write-up for publishing.
- *MHJA JR's and all other MHJA Committees* – obtain and publish pertinent information as requested on a timely basis.

Advertising - Horseman's Directory***January - February***

- Advertising Chair will forward new Media Kit and Ad Insertion Order (AIO) form pdf's which should be posted on the Advertising web page. AIO form should also be linked on membership page mentioning Horseman's Directory Ad process.
- Membership Chair will provide narrative for reminders to be posted on the MHJA web and Facebook pages.
- Once email identifying changes to the Horseman's Directory is received from Membership Chair, make the following changes to the online stable map.
 - Ads to be removed.
 - Ads requiring revision.
 - Ads that are new.
 - Greg Kimmes, Consultant, may be used to make these changes if needed.
greg.kimmes@gmail.com 952-239-7745
- Membership Chair will notify you and provide logos of companies who will be online sponsors during the new year (.png or .gif preferred) and business link.
- Ensure correct logos are posted in an "attractive" manner on the home page with a link to each logo's business site.

Membership Surveys and Other Communication

- Prepare membership surveys such as the annual BOD election, handle administration and report results to the BOD on topics as requested by BOD members and agreed upon by the BOD.
- Work with sponsoring BOD member to ensure appropriate type of survey is developed utilizing MHJA's Survey Monkey account.
- Identify responses as anonymous.
- Handle mass membership email distribution regarding topics as requested by BOD. **Utilize bcc when sending member emails.**

DATE LAST UPDATED: February 10, 2021



TITLE: MHJA Membership Committee

BUDGET:

DESCRIPTION:

To manage the process of soliciting past and future Minnesota Hunter and Jumper riders to join MHJA. Includes annual membership drive, preparation of the annual membership directory, providing membership address listing to the editor of the MHJA newsletter, and coordinating with the Show Standards and Approval Committee Chair to provide required membership information to show managers. Significant coordination with the Communications Committee Chair.

PROCESS:

Annual Membership Drive

October

- Update Annual Membership Letter and MHJA Member Application.
- Update 10 Year Member Letter to include information regarding years remaining on their 10-year membership (2 remaining as of 2021). NOTE: we no longer do the 10 Year renewal.

November (by month-end.)

- E-mail Communications Chair the updated Membership application to post on the MHJA6.org website.
- Confirm with the Communications Chair that the membership website and forms have been updated, along with early bird discounts through December 31. Obtain weblinks for email and FB publishing.
- Forward Membership letter to all MHJA members via email. *BE SURE TO SEND BCC.* For those with no email address, use USPS. (Were only 8 in 2020 – kids.)
- Notify Communications Chair to post notice and link on the website and Facebook page.

December (before Christmas)

- Resend original Membership email as a reminder. ***Remove email addresses of members having already signed up.***
- Write a reminder for renewing memberships and forward to the Communication Chair for posting on the web home page and Facebook. Links should be included.
- Notify the Communication Chair when membership discounts should be removed for online applications.

January (1st week)

- Notify Communications Chair to run a roster of Competitive and Sustained members having enrolled online since December 1.
- As paper membership forms are received, forward check to MHJA Treasurer. Record check # and amount on membership form.
- Prepare first membership roster (excel spreadsheet) merging paper membership information into online membership spreadsheet received from Communications Chair. Date December 31. (NOTE: for paper members, if there is no change from previous year you may cut/paste from the prior year's "final" spreadsheet. Be sure to change age as appropriate.)



- Send a spreadsheet to the Communications Chair who will post the new year's members on the online membership roster page.
- Maintain paper applications in alphabetical order. Online memberships are retained in the mhjzone6 gmail account and the website system.
- Provide membership update(s) at each MHJA Board meeting. Include Total Competitive Members, Sustaining Members, increase in each category from last BOD meeting. May want to mention percent online and percent paper.
- During January, write reminder(s) for renewing memberships and forward to Communications Chair for posing.

March/April

- Prepare an eye-catching postcard membership reminder and mail to members NOT having renewed yet.

January 31 – November 30

- Continue process as listed above. With the Communications Chair, determine how often the membership spreadsheet (roster) will be updated. December through March or April it may be month-end, however as the show season begins it may be needed more frequently in order to keep the online member roster more current and to meet the Horse Show Committee / Class Specs Chair needs pertaining to horse shows.
- Notify the Communications Chair to post membership reminders on Facebook and the website as appropriate. If additional reminder emails are sent, remember to send bcc and remove people already having responded.
- As requested, prepare an updated membership spreadsheet for use in mass email communications and surveys. Forward to Communications Chair.

Annual Membership Directory

January

- Talk with Year-End Awards Chair and Class Specifications Chair to confirm timing for BOD review of Year-end Award Program, Nomination Sections, and Class Specs for any changes that will be required for publishing in the Directory.

February – March

- Become familiar with Membership Directory format. Sections included are: 1.) MHJA Mission; 2) Board Member information; 3) Year-End Awards Program; 2) Nomination Sections for Year-End Awards; 3) Winners of Special Awards and Perpetual Trophies from prior year; 4) Class Specifications; 5) By-laws; and 6.) and the Membership List (confirm members not wishing to be listed in Directory are removed.)
- Communicate with Sarah Donnell, publisher of MHJA Directory and Newsletter, to confirm timing of Directory preparation and publishing. Contact information: sdonnell@ampmybrand.com; 763-494-3204

April

- Obtain final version of 1.) MHJA Mission; 2) Board Member information; 3) Year-End Awards Program; 2) Nomination Sections for Year-End Awards; 3) Winners of Special Awards and Perpetual Trophies from prior year; 4) Class Specifications; 5) By-laws; and 6.) and the Membership List. NOTE: for list of Board Members, include the final year of BOD



membership. Refer to MHJA BOD Member List and MHJA Board Terms dated December of prior year.

- Revise documents, if necessary, to fit publishing requirements.
- *Provide the latest member roster to Sarah Donnell after the other sections have been updated and reviewed.*
- Provide Sarah Donnell with the latest member address list to be used in Directory mailing.
 - Ensure names of members not wishing to be listed in Directory are removed.
 - *Include only C/S, Name, Address, Phone # and email address.*
- Combine names under one address for families desiring only one mailing. For example, Jane, Julie and Mary Doe followed by address.
- Determine the number of extra copies to be printed and have them delivered to you. Will be used to send to new members as they send in their memberships.

Newsletter

December (early)

- For December Newsletter mailing, provide final year-end membership address list to Sarah Donnell, sdonnell@ampmybrand.com. Include new members who were not members in prior year.
- Notify Advertising Chair to provide you with names and addresses of prior year advertisers to be included at end of mailing address list.

March (early)

July (early)

September (early)

November (mid)

- Provide new year current membership address list to Sarah Donnell sdonnell@ampmybrand.com.
- Notify Advertising Chair to provide you with names and addresses of current year advertisers to be included at end of mailing address list.
- Dates may change based on publishing schedule.

Horse Shows

May - October

- Coordinate with the Show Standards and Approval Committee regarding membership information that may be needed by show management. This may include one or more of the following:
 - Mailing printed paper labels to show management
 - Emailing most current membership list to a horse show manager
 - Emailing the most current membership list to the Show Standards Chair who will handle the labels.

DATE LAST UPDATED: February 10, 2021



TITLE: MHJA Newsletter Committee

BUDGET:

DESCRIPTION:

The editors of the Newsletters' responsibilities are to oversee the production of the MHJA Newsletter, which is outsourced to Sarah Donnell and Franz Reprographics.

PROCESS:

- The editors gather information and content such as, but not limited to:
 - Cover Story
 - Meet A Local Professional
 - Meet A Local Junior or Amateur
 - Meet A Year End Award Winner
 - Meet Your Board Member
 - Where Are They Now?
 - Eyes & Ears
 - Rule Changes
 - Show Schedules
 - Year End Award Photos
 - President's Message
 - In The Cross-Ties With...
 - Other Feature Articles
 - Show Specifications
 - Updates on board members information, as well as horse show, clinic and schooling show information
- Get and Pay Bulk Rate Permit from Post Master
- Once content is received, Sarah and her team put it together into the correct format, then we proof the content and the layout up to 3 times before it is sent to Franz for printing and the post office for Bulk mailing.
- Co-Manage Facebook Page for MHJA
- Works with Marketing committee on advertising for Newsletter

DATE LAST UPDATED: February 14, 2021



TITLE: MHJA Nomination Committee

BUDGET:

DESCRIPTION:

Purpose is to propose and present to the BOD the slate of candidates to be elected to the MHJA Board of Directors each year. Committee is responsible for forwarding information to social media to create electronic ballots. Paper ballots can still be provided by request to those that want to vote by mail.

PROCESS:

- Mid-Summer
 - Verify which directors are able to run for a second term and determine if they wish to do so. Figure out how many other nominees will be needed to make up the ballot. Find possible candidates and bring names forward to the BOD before approaching possible candidates. Contact BODs for possible candidates. Once BOD approves, contact people and secure their nomination. If necessary, the committee may have to come back to the BOD for more suggestions.
- August-September
 - Get biographies and pictures from nominees; create ballots if necessary, and have envelopes, return envelopes, ballots and bios printed. Send to the social media committee for processing electronic ballots.
- September
 - The ballots should go out in late September or early October, with a return date before the November BOD meeting.
- October
 - Winners declared. Nominating committee contacts all nominees with whether they won or lost. Winners are invited to the November BOD meeting. The Nominating Committee and executive committee make up the slate of Officers.
- November
 - All directors attend the November meeting. The slate of Officers is presented and voted on. With this time schedule, the new officers and directors can be presented at the MHJA Awards Banquet.
- December
 - New Officers and BOD take over. Usually done at the Annual Meeting, if it is scheduled in December.

DATE LAST UPDATED: February 2, 2021



TITLE: MHJA Points Committee

BUDGET:

DESCRIPTION:

The Points committee is responsible for keeping the points for the Year End (YE) Awards; auditing the points; finalizing the points and sending them on to the Newsletter, the Awards Committee and the Banquet Committee. In addition, points *cooperates with Sarah Donnell or Newsletter to collect photos and results* to send to the Chronicle of the Horse for publication in the Horse Show Issue.

PROCESS:

January/ February

- Confer with Show Approval to see which nomination sections will be awarded in the year.
- Set up Excel files for correct sections and information needed

April through show season

- Points entered as received from shows.
- May have to poke shows in order to get results. Paper results are easier, but emailed results are acceptable. In some cases, results may have to be pulled from on-line Horse Show Systems like horseshowsonline.com or horseshowing.com, especially toward the end of year if there's a time crunch.
- May have to connect with shows to see which section or which height a horse or rider actually was in if the show combines sections.
- Set up a schedule to send points to the webmaster for publication on MHJA website.

After the last show

- Finish entering points
- Double check points for spelling errors, etc. In close cases, check points against USEF records.
- Send final points to the webmaster for publication. Put notice on the web page and on Facebook that points are posted and give at least 3 weeks for corrections to be made. Once corrections are made, post final point standings. This should usually be done about December 1.

August/September/October.

- Confer with the Awards committee as to how many champion and reserve awards should be ordered.
- When results are finalized, let the Awards Committee know how many ribbons are needed.

December

- Once points are finalized, post notice on Facebook and send emails to each Champion and Reserve winner regarding photos for publication in The Chronicle and the Newsletter. The Chronicle usually needs their pictures by the first week of January. Pictures are sent to Sarah Donnell and she will forward them to The Chronicle. The requirements for The Chronicle are very strict and they won't publish if not followed, so it's better to start early on this.
- Make suggestion to Show Specs Committee any trends noticed during the year regarding numbers on sections.



With computerization, putting the points into the computer is easy. HOWEVER - the points person must be familiar with the circuit, the classes and the “players.” The new computer systems for horse show management are wonderful; but, they can easily be screwed up, and the points person has to know what they're looking at to get things entered correctly.

DATE LAST UPDATED: February 2, 2021



TITLE: MHJA Silent Auction

BUDGET: TBD

DESCRIPTION:

The purpose of the silent auction is to raise money for a specific purpose for MHJA. It is to be decided each year if the auction is to help defray the expense of the banquet, provide additional funds for the awards, support a clinic or educational event, or some other purpose. With that purpose being unknown each year, the layout/timeline may vary.

PROCESS:

Suggested outline:

- Designate where the funds are going
 - Banquet, Prizes, Clinics, Horse Show
- Organize a committee of BOD members AND regular members to help
 - Get the members involved to help raise funds
- Work with the Banquet committee on the location for the event
 - Should the auction be held at the banquet, at the MHHS?
- Mail out requests for items to be donated.
 - Get a serious mailer put together to look for donations.
- Search for a few big key items
 - Maybe there could be some live auction items.
- Organize the donations
 - Have all the items organized BEFORE the auction happens
- Print out the Bid sheets and descriptions for the items
 - Have everything ready ahead of time so set up is easier.
- Send tax donation forms and thank you notes
 - Forms to be sent to those who donated and those who purchased

DATE LAST UPDATED: February 12, 2021

TITLE: MHJA Strategic Planning Committee

BUDGET: TBD

DESCRIPTION:

The Strategic Planning committee will be tasked with the development of a plan that ensures the continuity of MHJA and envisions its future. The plan will lay out the high-level objectives and actions steps to lead MHJA into the future as a healthy, relevant association dedicated to the sport of hunter/jumper and horsemanship.

Process:

- Convene a committee consisting of the President, who will act as chair, and three or more board members. If the committee decides, it may solicit members outside of the board or consult with an outside organization to gain insights and guidance
- Review the MHJA mission statement and update, as needed
- Prepare a plan that simply and clearly provides a roadmap for the future. The committee will decide on an appropriate time period for the plan.
- A draft of the plan will be presented to the BOD for comment and input
- Publish the strategic plan on the MHJA website
- Review the plan on an annual basis and revise, as needed

DATE LASTE UPDATED: February 12, 2021



TITLE: USHJA Show Standards, Specifications and Approvals

BUDGET:

DESCRIPTION:

This committee is responsible for setting the specifications for the Year End Award classes; setting the standards which MHJA expects approved shows to utilize (within the USEF/USHJA framework); and sending, receiving and bringing forward to the BOD all applications for show approval. In addition, this committee is responsible for holding the Show Manager and Trainer meeting, if the BOD feels it's necessary. *It also offers suggestions on the Year End Awards Program-point values and number of shows.*

PROCESS:

Timeline – *Due to the change in the USEF/USHJA timeline, everything should be done earlier. Rule changes are now made to go into **effect Dec. 1** of the next show year so there should be no last-minute changes any more.*

November/December of previous year

- Get the new tentative show schedule ready for the year end Newsletter
- *Check with USEF/USHJA for any Presidential modifications or extraordinary rule changes which may have occurred.*
- *Bring proposed changes forward to the BOD by November*

January/ February

- Send show approval forms with any changes in specifications and the equipment usage forms to last year's shows and any new shows who might be interested
- Send specs and updated show schedule to the newsletter for the horse show issue
- Bring before the BOD any show applications which may have been received. *Ongoing through the year.*

Rest of the year

- *Notify the membership chair as to when labels or email files have been requested by shows. Or request files so show standards can send labels or email files.*
- Bring forward any applications which have been made
- Keep an eye on how classes seem to be filling, and discuss with points chair any classes which do not seem to have entries
- *Confer with an equipment chair to make sure equipment arrives at shows on time, and is returned in good shape in case the show needs to be billed for damages.*
- As year progresses, stay aware of any extraordinary rule changes, demographic shifts, things which may affect specifications immediately or for the next year
- If a Manager/Trainer meeting is necessary, plan to have it in late fall, before people forget their comments on shows

November/December of current year

- Check on rule change proposals for the next year.
- Confer with the Points Committee to see if any changes should be made
- Start work on the show calendar for the new year

DATE LAST UPDATED: February 2, 2021



TITLE: MHJA Year End Awards

BUDGET:

DESCRIPTION:

The awards committee will select the year end hunter division, jumper division, special awards and order the required number of award ribbons. The committee will also track and collect the perpetual trophies to allow for engraving and polishing prior to the year-end awards banquet.

PROCESS:

- By August select prizes. Place orders by September, especially for coolers. The sooner the better for coolers.
- Awards needed for:
 - Hunters
 - Jumpers
 - Equitation
 - Opportunity
 - High point hunter
 - Champion and reserve for **all** except high point
- Get counts for the number of divisions and ties from the Points Committee. Have extra awards when in doubt. Always end up using the extra!
- Order ribbons based on numbers provided by the Points Committee. Order a couple of extra sets just in case.
- Prizes are ordered from:
 - Patti Nelson - usually coolers for champion. She has a lot of nice options.
 - Coach House Equestrian
 - St Croix Saddlery
 - Show rings and things
 - **Use all sources for prizes**
- Current budget will dictate the budget for the following year. Figure around \$90 for both champion and reserve should keep us within budget.
- All silver trophies go to Sue Novak for engraving. Sue will notify the previous winner and collect the trophies. (Harvest Show is good drop off/pick up time).
- The night of the banquet, I have found if the girls handing out awards label the silver trophies it makes it easier to smoothly locate them. Good help and organization to hand prizes out are very helpful!
- Organize points in the program.

DATE LAST UPDATED: February 12, 2021

