



The 2024 USPC Convention Board of Governors meeting was held at the Peppermill Reno Resort, January 24-28 in Reno, NV.

Upcoming National Events

2024 USPC Festival - Kentucky Horse Park, Lexington, KY, from July 15-22.

2025 USPC Convention - Grand Traverse Resort and Spa, Acme, MI, January 22-26.

General Comments

Comments from President Jennifer Sweet

USPC has much to look forward to in 2024. First and foremost, our 70th Anniversary! There will be many ways we will celebrate this year. Please join in all that you can. USPC will begin to see the fruits of our discussions and decisions of the past few years in 2024. Our updated fully mobile website is nearing completion, and the “All Pony” learning management system should be branded and operational this year. Our Convention numbers are above budget, and we have implemented changes to Festival and Championships that will introduce members, parents, and volunteers to Lexington and the Kentucky Horse Park, USPC’s home, and help us to provide a quality experience while working within our means.

Comments from Executive Director Teresa Woods

Since the October board meeting, staff at the National Office have focused on several key areas, including the planning and implementation of the 2024 Convention, website redesign, support of committee work, customer support to members and volunteers, planning of the 2024 Festival, marketing plans for the USPC’s 70th-anniversary activities, and closing out year-end.

To celebrate the 70th anniversary of USPC, several events and promotions will be going on in 2024. At this year’s convention, everyone can show their USPC spirit with a picture in front of the 70th-anniversary photo backdrop, grab a special edition 70th-anniversary USPC pin, or share memories at the USPC decade boards. The 70th anniversary celebration will continue throughout the year with events and promotions planned for Festival as well as the Defender Kentucky 3-Day Event. What’s more, a robust social media awareness campaign will be running throughout the year.

In April of 2024, the USPC will once again have a PR booth and Shop Pony Club at the 2024 Defender Kentucky 3-Day event at the Kentucky Horse Park. Coupled with the USPC’s presence at the 3-Day Event, Pony Club will be participating in the Equestrian Events Inc. (EEI) Mounted Games Invitational. This event is by invitation only and will take place during the 3-Day Event.



In mid-July, the new two-year USPC Festival rotation will begin with the 2024 Festival at the Kentucky Horse Park. During the Festival, the USPC will host the International Quiz Exchange as well as a Pony Club International Alliance (PCIA) face-to-face meeting. This meeting will be PCIA's first face-to-face meeting since it met in the United Kingdom in 2018.

This is shaping up to be a busy year for International Exchanges for the USPC. As well as hosting the International Quiz Exchange, Pony Club will also participate in the Tetrathlon International Exchange, hosted by Ireland and the United Kingdom, and will once again participate in the virtual International Dressage Exchange.

Report from the Treasurer/Finance Committee

Overall - We are below budget in operating revenue and below budget in operating expenses for December 2023, and net income is below budget year-to-date.

Balance Sheet - Cash balances are strong due to membership renewal time. Our investment activity had a gain of \$202,008.

Income Statement – The Membership Department is below budget in most revenue categories. Expenses are below budget.

The Marketing and Communications revenue categories are above budget with two new advertising revenue streams adding to the total revenue, Podcast and Digital Advertising. Expenses were well-controlled.

Shop Pony Club revenue is above budget for December 2023, but below budget year-to-date. Cost of Goods Sold and other related expenses have been estimated this month and are within budget.

Development revenue is over budget for the Annual Fund and Major Gifts through December and year-to-date. Expenses were well-controlled throughout the year.

The Insurance Department is well under budget for 2023 due to higher premiums experienced in 2023. This situation has now been rectified and 2024 premiums will be more in line with prior years' expenses.

Report of VP of Instruction

The 2024 Standards of Proficiency and test sheets are on the [USPC website](#). New H-B cards are available for purchase at [Shop Pony Club](#).



The new [Chart of Learning](#) begins at the D-1 level with members moving vertically through the Standards of Proficiency. Movement from one track to another is acceptable in a horizontal (lateral) fashion by testing in the new discipline at the member's current level.

In 2023, 153 candidates tested for their national-level certifications with 101 passing and 30 candidates were eligible to retest. We are happy to report that all 30 candidates retested and passed. We had four candidates who passed their A Eventing Certification and one who passed their A Dressage certification.

USPC can help instructors/upper-level members participate as a candidate instructor for the USEA's Eventing Coaches Program (ECP) through the Eleanor Brennan Memorial Fund. There are many ECP workshops available in 2024, check out the schedule on the USEA's webpage <https://useventing.com/safety-education>

To request funding through the Eleanor Brennan Memorial Fund please fill out an application <https://app.smarterselect.com/programs/88687>

Report of VP of Activities

The 2024 USPC Championships at Festival will include Dressage, Eventing, Polocrosse, Mounted Games, Quiz, Show Jumping, Tetrathlon, and Western Dressage will run concurrently July 15-19 along with an Open Gymkhana and Trail competitions. Entries will open on May 1 and close on June 24.

New Programs

Points Program - Several clubs/centers have been asked to have their members record what they do in Pony Club (attending meetings, volunteering, teaching, etc.) so we have a baseline that we can be more accurate and fairly assign points. The Points Program will be released/available for sign-up in the fall of 2024 for the 2025 calendar year with results to be finalized in January 2026.

Virtual Competitions – USPC will follow the Pony Club International Alliance's (PCIA) template for these competitions.

Member Recognition

In November, we partnered with the Virginia Horse Trials for a special USPC Member Recognition opportunity. It was received with praise, and we've been asked to continue our partnership with the Virginia Horse Trials. Recognizing that this is something the membership wants, we feel it is in USPC's best interest to investigate a proper program regarding member recognition at recognized shows. USPC will continue to work exclusively with the Virginia Horse Trials on USPC Member Recognition until infrastructure and guidelines for a complete, well-structured program can be offered.

Report of the VP of Regional Administration

At the 2024 USPC Convention in Reno, NV, 114 local and regional leaders attended the Leadership Training. There were presentations/ breakout sessions that included: Regional Administration, Instruction, Activities, Development, Finance, Marketing & Communications Departments, and the Safety Committee. In addition, Kevin Shewmaker with Western Specialty Insurers and Andy Jacobs, USPC legal counsel presented topics. Breakout sessions also included regional best practices and a discussion forum for Riding Center Administrators.

In December through early January 2024, Lorelei Copen, VPRA, hosted a series of Zoom Meetings (Lunch with Lorelei) which was open to any Club/Center/Region Officer though it was promoted for the “new to the position” USPC Leader. There was a total of ten sessions with the evening and weekend sessions having the most attendance. Frequently asked topics were Meetings, Sponsors, Volunteers, Fundraising and Pony Club Promotion, and Accounts and Disbursements during the December sessions. A schedule for regular educational /support sessions is being considered for 2024.

National Youth Board (NYB) Report

NYB Marketing & Communications Committee - Continually supplies content for social media with help from all NYB members creating and sending in content. A goal of reviving the Pin Promise was started in 2023 with the idea of creating a special “Pin Promise Pin” that you would have to submit proof of wearing your USPC pin beyond Pony Club. The committee is still working on figuring out how to implement this. For the long-term goal of “What is Pony Club”, the committee plans to review the original proposal for more ideas.

NYB Member Affairs & Networking Committee – Working on the NYB page for the new USPC website.

NYB Service Committee – This year the National Youth Congress joined us for our Service Project with Keep Truckee Meadows Beautiful (KTMB) during the 2024 USPC Convention. KTMB is a 501(3) nonprofit dedicated to creating a more sustainable and beautiful region through waste reduction, education, and active community involvement.

NYB Regional Youth Board (RYB) Committee - The committee determined several methods to increase RYB formation and participation. A brochure for websites and regional leaders has been finalized; it discusses the benefits of RYBs and information on how to start a RYB. This brochure was distributed by USPC and available in Shop Pony Club at the 2023 Championships East. The committee also wants to encourage RYB leadership communication between regions, to build stronger connections between members in different geographical locations. The goal for 2023 was to help open three new RYBs. We ended up shifting gears to start this project by coming up with the brochure, editing how-to guides, and creating a

workshop for the 2024 USPC Convention. A form was created to distribute to regions, to learn more about each region's RYB if they have one. These RYBs will be highlighted by the Marketing committee via social media and other USPC platforms. The RYB committee presented a workshop at the USPC Convention called "What is a Regional Youth Board and Why Every Region Should Have One". This workshop was to help create awareness about RYBs and encourage more regions to start one.

Pony Club International Alliance Report (PCIA) Report

The Virtual Quiz was hosted by Pony Club United Kingdom on December 2, 2023. Congratulations to the USPC team members Rina Kirsch, Laura Chin, and Christine Brown who placed second. Thank you to Ann Hill, who was the team coach, and to Debra Sue Waters, the expert witness.

The International Mounted Games was hosted by the Australian Pony Club November 8-19. Danica Heeter was the USPC team member, Lara Huber was the coach, and Becky Smith was the team manager. Danica Heeter was placed on a scramble team with New Zealand and placed third out of five teams.

Virtual and In- Person Exchanges

International Quiz Exchange will be hosted by USPC during the 2024 Festival.

International Tetrathlon Exchange – Will be hosted by the Pony Club United Kingdom and the Irish Pony Club from July 27 – August 10.

International Mounted Games – Will be hosted by the Canadian Pony Club with dates to be announced.

Virtual Dressage – This will be hosted by USPC and the Hong Kong Pony Club in September/October.

Virtual Show Jumping – This will be hosted by the Australian Pony Club. Dates to be determined.

Inter-Pacific Exchange (IPE) – This will be hosted by the Australian Pony Club in 2025.

Board Committee Highlights

Safety: The VG1 BSI Kitemark and/or IC Mark (European) and the EN 1384 BSI Kitemark and/or IC Mark (European) were added as to the [Safety Requirements for Helmets Policy, 0810](#). The committee continues to review for ongoing updates to the Safety Handbook.

Marketing & Communications: USPC 70th Anniversary - A 70th Anniversary display was at the trade fair during the 2024 USPC Convention to gather memories from members. A video with well wishes from USPC

board members and members and alumni played during the Meeting of the Corporation for the 70th Anniversary kick-off.

Marketing coordinated with the USPC International Exchanges and Special Opportunities Committee to run the Horse/Human Bond Art Contest, with plans to sell a t-shirt or mug with the winning artwork to help benefit the International Exchanges and Special Opportunities Fund.

Marketing has published the following [blog posts](#).

- Path to the Pony Club A: A Team Effort
- Tips to Prepare for Successful Hoof Care Visits
- Club Highlight: Deep Run Hunt Pony Club
- What Do Sunrises and Equine Joint Health Have in Common?
- 4 Tips for Preparing for a Horse Event
- Member Spotlight: Sarah Nalls
- U.S. Endurance Team Competes at 2023 FEI Pan American Endurance Championships in Chile
- Tips for the USPC Research Project Fair
- Member Spotlight: Amelia Avery
- Club Highlight: Bath Pony Club
- Developing a Safe Space in Your Club/Center
- 2023 USPC Founders Award Presented at the 2024 USPC Convention
- 2024 USPC Academy of Achievement Honorees Announced
- Sylvester Captures 2023 USPC Flash Teamwork Award
- The Founding Fifties for the United States Pony Clubs
- The Expanding Sixties for the United States Pony Clubs
- The Solid Seventies for the United States Pony Clubs
- The Emerging Eighties for the United States Pony Clubs
- The Organizing Nineties for the United States Pony Clubs

Development: With the support, energy, and hard work of the Local Organizing Committee we surpassed our budgeted Convention Sponsor goal by \$11, 085. The Sierra Pacific Region received \$1,303 from the Revenue Share Program.

Thank you to the 2024 USPC Convention Sponsors:

- Title Sponsor – Via Nova Training
- Presenting Sponsor – Lincoln Memorial University
- Tote Bag Sponsor – Ram Tap Horse Park
- Anatomy Lab Sponsor – Banixx Horse & Pet Care and Auburn Laboratories, Inc.
- Coffee Break Sponsor – Pressure Proof Coaching Academy -Daniel Stewart

Horse Management Hands-On Room – Kentucky Equine Research
Research Project Fair Sponsors – Grayson-Jockey Club Research Foundation and Kentucky Equine Research
Leadership Training – Mattingley Leadership Training Fund
Pony Paddock Sponsors – Arabian Horse Youth Association and Santa Barbara Polo Club & Racquet Club
National Youth Congress Sponsor – Western & English Sales Association
Portfolio Sponsors: Banixx Horse and Pet Care, BLM Wild Horse and Burro Program, Dover Saddlery, Dressage4Kids, Otterbein University

Thank you to the 2024 USPC Workshop Sponsors:

Anonymous Donor
Ag Pro Trading
American Association of Equine Practitioners (AAEP)
Contra Costa Pony Club Alum
Double Clear Farm
Ely and Marcy Payoyo
Flash the USPC 50th Anniversary Breyer Horse
Gold Country Pony Club
Shelia Larsen
Meghan Lewis
Lone Tree Farm & Friends
Jennifer Ludwig
Middle California Region
Nino Campos Photography
Santa Barbara Polo and Raquet Club
Santa Ynez Valley Hounds
Shapley's Grooming Products
Squamscott Pony Club Alum
The Interactive Wild Horse Experience
Triple Crown
USA Working Equitation
USPC National Examiners
USPC International Exchanges and Special Opportunities
Western States Horse Expo
Wintec
Zoetis

Regional Challenge – The goal was to raise \$60,000 and \$61,135 was raised with the Lake Shore Region raising the most and will receive the exclusive Zoom party hosted by RideiQ. We also awarded the region with the most donors which went to the Old Dominion Region and the highest percentage of Club/Center giving which went to the Deep South Region. Both regions will receive two complimentary registrations to the 2025 USPC Convention. We will continue in 2024 with the Regional Challenge with the goal of raising \$70,000 for the 70th anniversary of USPC.

February 24, 1954, is when the Articles of Incorporation were signed and The United States Pony Clubs, Inc. was officially formed. We are asking our donors to join in “7 Days of Giving” to celebrate each decade of Pony Club. It will run from February 24 – March 1 in which we will celebrate each decade with historical fun facts and milestones through emails, social media, and on the USPC website.

Strategic Planning: The committee’s discussion has revolved around ways to assess the progress of the Strategic Plan by collecting data such as:

Measure how many organizations have sites that link back to USPC.

How many organizations are using our educational curriculum?

How many times USPC has been referenced in other publications?

Measure page clicks - resource pages need to have metrics.

Go to each committee and ask what data they need to ensure they are doing well according to the strategic plan.

Diversity, Equity, Inclusion & Accessibility (DEIA): The committee held a workshop during the 2024 USPC Convention which was well attended, and we received ideas on how to proceed forward.

Governance: The Board approved the revisions to [Policy 1400, USPC Festival](#), and updates to the Procedure for [Policy 6006, Championships](#).

Technology Infrastructure Advancement: The new USPC site is on track to launch at the end of March/first of April. All areas of the new website are expected to be mobile-optimized on phones and tablets.

A new certifications table was built and has been implemented in the USPC database with the assistance of the Instruction and National Testing Departments. In addition, certification displays were altered to display a member’s highest level in each track/discipline – Horse Management level.

Report of the USPC Convention Committee

The 2025 USPC Convention will be held at the Grand Traverse Resort and Spa, Acme, MI, January 22-26.