

# SCHC 2020 PLANNING SESSION SATURDAY JULY 11, 2020

9:00 – 9:20 Welcome

## Hand Outs:

Agenda (1 page)

Welcome to the board

Opening Prayer

**SCHC History**

## History

Speak of the importance of “Knowing SCHC”. We will review Bylaws (fun) Policy & Procedure highlights. As a board member you need to be educated on SCHC. You need to be able to say this is what we do! Please note There is a lot of information to cover! We will only hit highlights it will be up to you to go back and study one the benefits of being a part of this awesome organization. You as a board member need to get excited! I am always available to answer any questions.

As we cover this information please keep in mind the guide that has been set was done with much thought many from past experiences both good and bad. This board may feel the need to make changes. I know we have a wide diverse group on this board. THAT is the goodness. We have ex law enforcement, teachers, military, businessmen, common horse owners, trainers. that is the beauty that allows this board to work for the better of all horsemen in SC.

## Hand Outs:

History of SCHC

History SCHC and 501c3 Background

## SC Horsemen’s Council Mission Statement

The South Carolina Horsemen’s Council is organized as a non-stock, non-profit 501c (3) corporation. Its primary purpose is to provide information and expertise about activities and issues which impact the common interests of the SC equine community and related industry without monetary gain or profit to its members or to any private individual. Through education, communication, and advocacy the Council strives to favorably represent the views of the equine community to the general public, the media, government agencies, and elected officials. The Council encourages related research, disseminates information, and generally supports the common interests of the equine community and all segments thereof.

Our guiding principles: **SCHC MISSION STATEMENT**

SCHC exists to promote and improve the horse industry in SC through education, communication and representation. Our purpose shall be to encourage equine research, provide information concerning the industry and generally to promote the common interest of all segments of the horse industry.

**Promote/Improve the SC HORSE INDUSTRY through Representation/Education/Communication**

Our face to the community is one of LEADER and FRIEND to the entire SC horse industry evidenced by our dedication and commitment to the improvement of the SC horse industry.

## Key Missions

- **UNITE** all those interested in the SC equine community to promote the common interest of the equine industry.
- **REPRESENT** the views of members on issues affecting the equine community in SC.
- **EDUCATE** members, policy makers and the general public by hosting events such as expos, clinics, seminars, trade shows, and conferences.
- **INFORM** members and others through publications such as the SCHC website and a quarterly newsletter.
- **PARTNER** with others in the community through participation activities such as disaster preparedness plans and sponsoring youth scholarship programs.
- **PROMOTE** the common interests of the equine community and the industry it creates.

9:20 – 9:30      **2020 PLANNING SESSION BACKGROUND**

Our guiding principles: Connect, Communicate, Educate

Motto: Our Horses Mean Business (SC Horses = SC Business)

Purpose: Promote, protect and further our right to own and keep horses and other equines for business and recreation. Educate our members, our elected and government officials and the general public about the benefits of equestrian activities and the community and industry supported by those activities.

9:30 – 11:30      **Organization Structure- Code of Behavior and Ethics, Bylaws, Officers and Directors, Expense approval Authorization Committees**

**Hand Outs:**

SCHC By-Laws (18 pages)

SCHC Policies and Procedures (23 pages)

Director Share your passion (2 pages)

Director Welcome to the board

Increase Committee Participation

Increase membership in Districts--- district plan educational Newsflash / YouTube video or Facebook live.

**Emails:** In the past we've had a lot of unwarranted emails when board members hit reply to all. We as a board should agree to our policy on this.

there are times where reply all is needed. But not to be used as a grip. If you have a grip reply just to the sender. Carl request all meetings have a roll call.

**SET 2020 STRATEGIC OBJECTIVES**

SCHC Representation at Equine Events

Each District meet quarterly and hold an Event

Hold an Exceptional Expo and Annual Meeting

Reorganize Committees to **be active!**

11:30 – 12:00 **Committees Structure**

✓ **Committees Structure**

**Hand Outs:**

Sheet Committee Chart & Description (6 pages)

12:00 – 12:15 **Finance Committee**

**SCHC Sponsor**

-each member are encouraged to get sponsors. Sponsors are our lifeline to funding our programs.

12:15 – 12:45 **Lunch**

**2020 Key Tactical Focus Areas**

• **Fund Raisers (District committees)**

- Locations: Fence, Croft, Manchester, Double J Arena, Mullet Hall
- Poker Run
- Obstacle Challenge on trail
- Hold a breakfast on opening day have an auction
- Team sorting
- Rough Cut Cowboy Race in each district. Then have a grand finally at our expo awarding the team with the most points. Give buckle / pin/ jacket.
- Barrel Race / Rodeo / Ranch Rodeo may be more appealing
- Sale food at events to raise more money (Bedford's offer to cook)

1:00 – 1:40 **Electronic Media Committee**

**2 Quarterly newsletters** – Possibly have a youth help.

1:40 – 1:55 **Trails Committee**

**SCHC Annual Trail Ride**

- possibly with expo or at Manchester. Ivory will speak with Bobby Anderson about helping reconnect SCHC.
- Possibly help maintain the trails or join with who is currently doing it.
- Recognize old members / original with gift / pin/ be sure date is on there.

1:55 – 2:10 **Membership Committee**

**Hand Outs:**

Membership What the Council does

Membership Why Join

**Membership drive-**

-When other clubs, breed associations, groups join their members get the first year free. This will allow SCHC

to get contact inform building our data base.

-Do educational videos to share with members "Do you know" Promoting sponsors all the time.

2:10 – 2:40 **Horse Health Committee**

**Horse Welfare committee-**

-Make and end of life/ Know when it's time brochure

-Make a brochure on euthanasia / Stallions to geldings

-Suggested making a video on slaughter, all agree it is a passionate subject, may be best to avoid. Send out American Horse Council's position on the subject. SCHC stands in agreement on their neutral position.

<https://www.horsecouncil.org/issues/ahc-position-on-slaughter/> All agree this is an individual decision

-Make a special committee for this.

2:40 – 3:00 **Education / Youth Committee**  
**Expo 2020 (guide)**

**Hand Outs:**

Expo guide highlights

**EXPO/Annual**

This builds membership, gives back to our members and lets nonmembers get to know SCHC.

Suggestions were to hold the annual trail ride with this. Possibly a show, obstacle challenge, Rodeo, Cowboy Race. Get good announcer

We have ben ask to partner with Farm Bureau, SCDA, Clemson.

**Youth-**

-internship / ambassador

-Form a youth committee

-Hold clinics geared toward youth (Build character / educate)

-Do a letter jacket and or a pin for SCHC event(s)

3:00 – 3:30 **Additional Business**

**Hand Outs:**

Equine Feed Promotion Bill

**Insurance**

**Ebikes**

**Feed Promotion Bill** (sending to all) KNOW that facts

3:30 -- 4:00 **Wrap –Up**

**Committees**

• **2020 Key Tactical Focus Areas**

EXPO/Annual meeting

Equine promotion legislation

Membership drive

Public relations

• **LIKELY 2020 Key Tactical Focus Areas**

2020 EXPO/Annual Meeting  
Renew SCHC Annual Trail Ride  
Membership Drive

Resource Source

Public Relations

Build relationships with equine clubs, associations, breeds, etc

• **2020 Commitments Made**

2 Quarterly newsletters

SC Horse Industry Scholarship

Outreach to other SC equine organizations – SCFB advisory board/SC grasslands coalition

• **IDENTIFIED AREAS TO IMPROVE NOT YET ADDRESSED**

“brand” for the SCHC

Improving members outreach where they live – at the District level

Improve partnering with other SC equine organizations

Improve committee activities

Member Giveback (volunteers)

