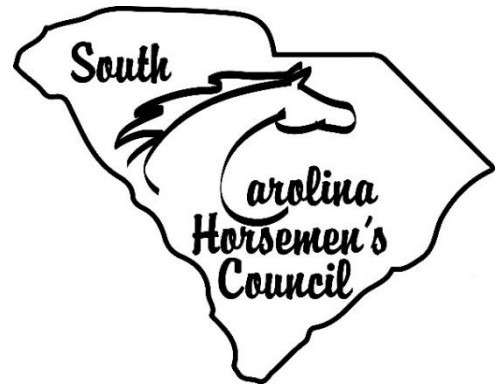


2019 YORK PLANNING SESSION

APRIL 6- Wanda Wood, Sean Eastman, Ivory Johnson, Oliva Valentine

APRIL 13- Wanda Wood, Carl Cartwright, Susan Bedford, Ethan Bedford



History

Reviewed Policy & Procedure highlights. Spoke of the importance of "Knowing SCHC"

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.

OUR PRIMARY STRATEGY as defined in 2018 was to invest in SCHC.

2019 is to **GROW THE MEMBERSHIP BASE**.

2019 Key Tactical Focus Areas

- **EXPO/Annual** (Yes-Wanda, Olivia, Ivory, Sean, Susan, Ethan, Carl)
This builds membership, gives back to our members and lets non members 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
Invite other organizations to partner with us. (Farm Bureau, SCDA, Clemson)
- **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)
- **Feed Promotion Bill** (sending to all)
- **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.
- **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.
- **2 Quarterly newsletters** – Possibly have a youth help.
- **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)
- **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.
- **SCHC Sponsor**
 - each member are encouraged to get sponsors. Sponsors are our lifeline to funding our programs.
- **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.
Vote on Reply to all.
No reply to all- *Wanda, Sean, Ivory, Olivia*
Yes reply to all

Carl suggested putting this on our May agenda, 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 2019 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!**

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.

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.

Reminder:

Send shirt information to new board members
Send membership drive
Send out sponsor packet

Handouts:

SCHC Flash Drive
Policies & Procedures
By-Laws
Welcome to the board
Committee chart & Description
Code of Ethics (Every member needs to sign and return)
Feed Promotion Bill education, copy of the bill
Why Join , Membership application
Board of Directors
501 information