

UPHA 2024

CHAPTER HANDBOOK



This Chapter Handbook supplements other resources available to you, such as Chapter Workshops at our Annual Conference, assistance from the Chapter Help Desk at UPHA's office, and the growing network of experienced Chapter officers who are available to consult with you.



UPHA

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These resources are provided solely as an informational and educational service to UPHA members. The resource center is not intended to nor does it constitute legal advice or opinions and should not be relied upon as such.

UPHA

WELCOME LETTER

Dear UPHA Chapter Chairmen and Officers,

Welcome, and thank you for your upcoming contributions to the UPHA Board of Directors. Let's look at what your Chapter members and our industry need from you. Holding this office is a great opportunity to present and build out ideas to grow participation and satisfaction in the show horse industry, and to build a stronger network that enhances your own success. Here, you will also learn to develop talent for the future leadership of UPHA.

Representing your Chapter is a new responsibility. Always know that you can lean on other Chapter chairs, the UPHA National Office and your liaison to the executive board, the First Vice President. Healthy Chapters require regular communication (meetings, online messaging, forwarding of information, and more) with your Chapter's members and the national UPHA Board of Directors. A successful Chapter depends on the Chapter Chairperson's attendance at UPHA meetings, as the Chapter Chairperson is now a member of the UPHA Board of Directors. You must "keep purpose constant" here: be a part of the governing body of an organization dedicated to cooperation, not demand, within our industry. You are an important part of ensuring UPHA meets its promise by fulfilling our #UnitedByUPHA brand. Never neglect to ask, and be able to answer for others, the question, "What does UPHA do for me?" .

Fostering enjoyment of participation with horses, sportsmanship, professionalism, and integrity are the values on which UPHA has built its decades of service to the horse community — that's professionals, associates, organizations, governmental leaders that regulate us, and the larger community that supports our sport of competitive showing. There's an evolving story to be told, and we invite you and your Chapter to help tell it in ways that reflect these important values.

Enclosed are some guidelines to help your Chapter fulfill its highest purpose. As a Chapter Chair, you should know them and ensure they govern your Chapter. After taking office, you will need to hold a planning meeting to establish a Chapter leadership team, and use this handbook as a guide moving forward.

Congratulations on your selection, and thank you for helping the UPHA team to unite the enthusiasts of the trotting disciplines of our show horse industry, regardless of breed, location, gender, or occupation. Welcome aboard!

Scan the QR code to read the article,
"What It Means To Be A Leader"



UPHA Chapter Chairperson Job Description

Chapter Chairperson duties include the actions listed below. Remember to keep your Chapter leadership team involved in these activities so they, too, are better prepared for industry leadership and service to Chapter members.

Meetings

- A. Conduct all business meetings under the "Robert's Rules of Order".
- B. Hold chapter meetings, recommended quarterly, immediately after each Board of Directors meeting to:
 - Inform members of the Board's actions
 - Conduct business within the Chapter
 - Promote shows and other industry-related events within your Chapter
 - Practice good fellowship
- C. Attend both board meetings at the UPHA National Conference (these are held in-person – teleconference is not permitted), and at least one other board meeting in person. We suggest you become familiar with using the online meeting program called Zoom.
- D. Submit an annual report of chapter activities.

Financial

- A. Each UPHA Chapter MUST contribute at least \$500 each year to the UPHA Open Gate Learning Center Fund. This contribution can be made at any point throughout the year, but must be made by October 31 of each year.
- B. Each UPHA Chapter must contribute \$400 donation for UPHA American Royal National Championship Horse Show by October 31.
- C. Submit a Chapter financial report to the UPHA National Office at year-end.
- D. Ensure that your Chapter has its own Federal Employee Identification Number (FEIN).
- E. Ensure that your Chapter has its own checking account, with authorized signatories updated each year (if changed from previous year). You will need a Certificate of Organization, FEIN, and authorized signers to provide identification acceptable to the financial institution.
- F. File 990s each year with the IRS and ensure the filing of any required forms with your local and state government.
- G. See that 1099 forms are sent no later than January 31, to anyone to which your Chapter has paid at least \$600 in the past year.

Additional Duties

- A. By October 31 of each year, each Chapter must have selected:
 - A Chapter Horseperson of the Year, who must be a current professional member of your Chapter
 - A Chapter Show of the Year
- B. By the fall Board meeting, each Chapter must have selected an auction item with a value of \$200 or more, and be prepared to send or deliver it, for the UPHA National Conference.
- C. Appoint a Treasurer and Secretary for record keeping and proper filing of forms. These must be current UPHA professional or associate members within your Chapter. Their names must be submitted to the UPHA National Office.
- D. Provide Chapter representatives to horse shows as advisors or liaisons.
- E. Ensure that shows hosting UPHA classes within your Chapter provide acceptable show conditions per UPHA Chapter Show Guidelines.
- F. Actively work to increase participation in, fill classes and provide support for local horse shows. When requested by a particular show, call upon Chapter members to fill volunteer needs.
- G. Involve entire Chapter (professional and associate members) in Chapter activities, work projects, and meetings.
- H. Insist that Chapter members maintain the highest standards of professional ethics.
- I. Consistently encourage active members of the horse industry within your Chapter to join the UPHA.
- J. Encourage young professionals to become approved UPHA professional members.

Scan the QR code to read a selection of "Roberts Rules"



Learning and Telling Our UPHA Story - And How to Use our Branding

Based in Lexington, KY, the UPHA is an association of horsemen and horsewomen who have united to improve the show horse industry and to define and clarify their professionalism within the industry. Since its inception in 1968, the UPHA has expanded into 19 regional chapters that comprise all 50 states and Canada. The predominant breeds represented by UPHA members are the American Saddlebred, the Arabian, the Morgan Horse, the Hackney Pony, the Roadster Horse, and the National Show Horse.

From the beginning, UPHA programs have benefited not only the individual horse person but the entire horse show industry. The UPHA regularly works with the United States Equestrian Federation, The American Horse Council, and the various breed organizations to promote safety, ensure fairness, improve conditions, increase attendance and improve the overall horse show experience for owners, trainers, grooms, and spectators alike. In addition to its core programs, the UPHA seeks to foster communication and mutually beneficial relationships between all participants in the horse show industry. And that's led us to where we are today.

Let's break down what our mission statement (*updated in 2023*) means:

The beliefs, values, and culture of the UPHA emphasize "working in the spirit of cooperation rather than demand." Our united voice ensures the integrity of the horse show industry, promotes professionalism in all endeavors, and advocates for the purpose and needs of the equine community.

The working in the spirit of cooperation rather than demand phrase is a direct quotation from the legendary, far-sighted Tom Moore, the founder of UPHA. He organized the UPHA when show ring and stall conditions could often be sub-par, clients needed to be accommodated more comfortably at horse shows, and some needed rules were either absent or ambiguous. He often mentioned, "Horsemen Helping Horsemen," with an emphasis on professional horsemen; that's what the times called for then.

Our mission statement now refers to professionalism (not just professionals), respecting the contributions and concerns of the many horse enthusiasts who are not equine professionals but have enhanced, grown and contributed to our sport in so many ways. Their business, leadership and creative talents have enabled UPHA to accomplish far more than what professional horsemen could do on their own.

Equine community refers to all of us – professionals, associates, enthusiasts, horses, industry providers and supporters. All endeavors refers to all we do: improving horse shows, enhancing health and welfare of our horses, growing satisfaction and participation with show horses, educating governmental leaders who regulate our industry, and collaborating with other organizations to achieve common objectives.

And, possibly the most important: **united**. Certainly not a new addition, but it recognizes that the opportunities and benefits of uniting under UPHA's mission statement are greater than ever. Together, we can improve the equine experience ... for all of us.

Scan the QR code to check out some of the videos available to download and share in the Chapter Resource Video Library



UPHA

2: CHAPTER MEETINGS

Prior to meeting

- A. Notify all professional and associate members in your Chapter of the meeting. Follow up a day or two before the meeting with personal phone calls and/or emails to remind members of the meeting.
- B. Check with the responsible parties before the meeting to make sure they are prepared to present reports.
- C. Encourage members to contact you with things they want to bring up before the agenda is drafted instead of during the meeting.
- D. Find a meeting place that is neutral and comfortable.
- E. UPHA has a teleconference number and a zoom account you can use to conduct Chapter meetings. Contact the UPHA office to schedule meetings using these platforms.

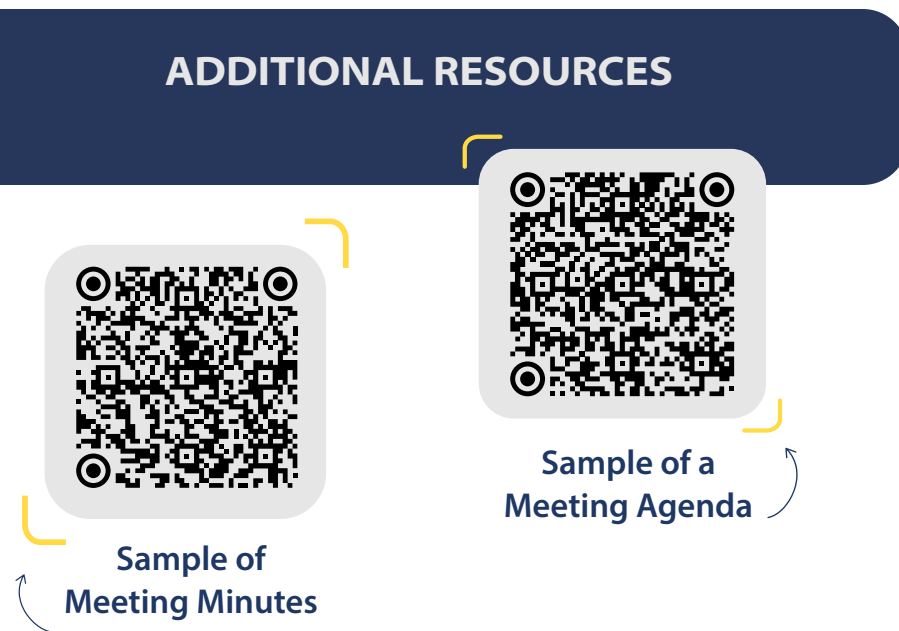
Every meeting should follow the same basic order:

- A. Call to Order, Minutes/Agenda
 - Designate a minute-taker if there is no permanent secretary present
 - Use your agenda to focus the meeting
 - Call the meeting to order and run down your agenda in a businesslike manner with as little comment as possible
- B. Reports
- C. Old Business
 - Refer to the minutes from the last meeting for items of old business on your agenda
 - Any projects or decisions that have been delayed
- D. New Business
 - Upcoming issues or issues that need to be assigned to committees or individuals fall under the umbrella of new business
 - Upon conclusion, inquire if any unfinished business
- E. Adjournment
 - Ask for motion to adjourn to end the meeting - does not require a second

General Tips

- A. Only after a motion has been made and seconded is it up for discussion.
 - Keep discussion on one motion at a time – don't jump between issues
 - Make sure everyone has a chance to be heard
- B. Never start discussion on another issue until all motions and amendments on the current issue have been voted on or laid over to another meeting.

- C. Before a motion is voted on, repeat it (or have the minute-taker read it) and, after the vote, summarize what action was taken. Make any necessary assignments for implementation.
- D. Be respectful and encourage involvement by listening to all and making sure every member has a voice; engage members who may be reluctant to speak out.
- E. Keep order during the meeting, remembering that members are giving up valuable time and do not want to feel it has been wasted.
- F. Give members a purpose and create excitement about attending the meetings by setting and accomplishing goals large and small. Make it clear that you expect commitments to be honored, establish committees for projects, and ask for help from all professional and associate members.
- G. Conflict, within reason, is not always bad, and could be the means for the progression of an idea. Not everything has to be unanimous!



UPHA

3: FINANCIAL RESPONSIBILITIES

The financial strength of our chapters and our national organization is paramount to the sustainability of programs we offer and opportunities we can develop. In terms of funding vs. effort/innovation, the effort/innovation is moot without the critical funding. UPHA uses a controlled budget and careful spending plan to ensure your Chapter's dollars are put to best possible use.

Annual Chapter Obligations

- A. Invoices will be mailed to your Chapter regarding its financial obligations for each year. Checks should be made payable to the UPHA Foundation:
 - \$400 class sponsorship at the UPHA American Royal National Championship Horse Show
 - \$500 contribution - Open Gate Learning Center
- B. Silent Auction Item - Each Chapter is required to donate an item to the UPHA National Conference silent auction. The money raised from the auction helps offset the cost of the conference. The item should be a minimum of \$200 in value.
- C. Chapter Reports
- D. Submit a summary of your Chapter's activities for the year.
- E. Submit your Chapter's income statement for the year.

Financial Reports

Financial Report Requirements included in this section are the necessary instructions, applications, and forms that must be completed for your Chapter. Below are the forms included and what they are needed for.

- A. FEIN - Application for Employer Identification Number (EIN).
- B. 1024 - Necessary for recognition of exemption.
- C. 990 - Used by tax-exempt organizations to provide necessary organization information for the IRS.
- D. 8718 - User Fee for Exempt Organization Determination Letter Request.



UPHA

4: INSURANCE & LIABILITY

Chapter Liability Procedures and Policy .

UPHA Chapter horse shows now have access to our group policy for Event Liability Insurance. Group policies are a common practice in our industry and are designed to reduce individual costs by sharing limits with all policy participants.

If you wish to participate in our program, please complete the application and remit any required payment to us at least fourteen (14) days prior to your show.

This policy provides liability insurance coverage for scheduled UPHA chapter events. It does not provide coverage for your Chapters' general liability (meetings, fundraisers, non-scheduled events), Board of Directors or event cancellation.

We recommend you contact Stacey Halloran, Owner/Agent of Equidae Insurance, to discuss these additional coverages at (304) 346-1198 , or at shalloran@equidaeinsurance.com . Please let us know if you have any questions regarding this opportunity.

The UPHA is proud to offer this benefit to our Chapters and to continue meeting the needs of our members.

UPHA Chapter Event Liability Insurance FAQ

What does the UPHA Event Liability Policy cover?

The UPHA Event Liability Policy provides coverage for participating UPHA Chapter horse shows, protecting against claims arising from property damage or bodily injury during the show. For the policy, a show is rated by the number of show days and probable number of participants and spectators. Move-in and move-out days are included with each scheduled event.

Is coverage automatic for my UPHA Show?

No, each horse show must have an application and the associated fees submitted to the UPHA two weeks before move-in for the show. Upon approval of the application and confirmation of fees, the UPHA will send the application to Equidae Insurance who will then process the insurance certificate and send appropriate copies to the submitting Chapter, any noted additionally-insured entities, and the UPHA.

Is this a shared policy with shared limits?

Yes. A shared policy, also known as a group policy, is exactly what it sounds like: a policy that is shared among multiple people. In order to reduce costs to policy participants, it is common for insurance companies to create master policies for those within similar industries.

What are the limits to the policy?

As a group policy, the UPHA Event Liability Policy shares the following limits with all policy participants. If a claim is paid against any of the member shows -- thus changing

the available limits -- all Chapters will be notified immediately by the UPHA.

General Aggregate: \$2,000,000

Product & Completed Operations: \$2,000,000

Aggregate

Each Occurrence: \$1,000,000

Personal & Advertising: \$1,000,000

Damage to Rented Premises: \$ 100,000

Medical Expenses per any one person: \$10,000

I don't have all of the numbers for this year's show to complete the event details on my application. What should I do?

If you project the amounts to be similar to your previous year's show, just use the most recent numbers in the spaces provided. If this is a new show, your vendors can help with estimates regarding receipts.

What form of payment is required with my application?

The UPHA accepts checks through the mail. If paying with a credit card, please call the UPHA office at (859) 231-5070. You also might want to send the application via certified mail to ensure the package is received before the two-week time constraint.

How is an incident handled?

In event of an incident, you'll need to fill out an Incident Report and fax it to UPHA immediately at (859) 255-2774. For after-hours reporting (hours other than 9 a.m.-5 p.m., Monday through Friday), call Great American Insurance at (800) 567-7359 or Equidae Insurance at (304) 545-7371. This will allow UPHA, Equidae and the claims adjuster to ensure a smooth process.

I have other questions concerning additional general liability coverage for my Chapter, its fundraisers and Board of Directors, as well as event cancellation insurance for my show. Whom do I contact?

Because this policy only provides liability insurance coverage for scheduled UPHA events and does not provide these additional coverages.

Supplemental Insurance

The UPHA is pleased to offer a variety of products to our members through Equidae Insurance. This collaboration aims to introduce a comprehensive and tailored disability, life, and supplemental insurance program to UPHA members, providing them with enhanced financial protection and peace of mind. A 5% Discount available for ALL UPHA members on their disability insurance. Not available in some states.



UPHA

5: PROFESSIONAL MEMBERSHIP

Please be aware that all new professional members must be approved by the UPHA Board of Directors. Until your application is reviewed, your membership will be processed as an associate member. If you intended to apply for another category of membership, please let us know so we may correct our records.

The following is required before your application can be considered:

- A. UPHA Bylaw Article III, Sections 1, 6, 9, 10 and 11 require a professional member to be or have been a bona fide professional horseman (Trainer/Riding Instructor) for at least one year prior to application and the applicant cannot hold amateur status with USEF.
- B. Your membership application needs to be signed by your local chapter chairperson, acknowledging that you have been a professional horseman for at least one year prior to applying. A membership application is attached. A list of chapter chairs and their emails can be found on the UPHA website, www.uphaonline.com
- C. Please submit a brief bio of your equestrian background. In addition to your equestrian experience, this should include the date on which you became a professional, when you last competed as an amateur and when or if you have declared professional status with the USEF.

For your professional membership to go before the UPHA Board of Directors at its next meeting, this information must be received by March 15 for the spring meeting, June 15 for Summer meeting and October 15 for the Fall meeting.

Please email to jmellenkamp@uphaonline.com or fax to (859) 255-2774. If you have any questions, or if we can be of additional assistance, please let us know.

Scan the QR code to download the
UPHA Membership Application



UPHA

6: KEY DATES & DEADLINES

January

UPHA Conference

April

April 1 - Discounted Classics Eligibility fee of \$100 per horse/pony

May

May 31 - Maria Knight and Sandra Hall Scholarship Applications due

June

June 1 - Caretaker Hall of Fame Nominations due

June 15 - Professional applications due

July

July 1 - Tom Moore Hall of Fame - Helen K. Crabtree Instructor Hall of Fame - Larry Bacon Lifetime Achievement Award - Alvin C. Ruxer Lifetime Commitment Award nominations due

October

October 1 - Sallie B. Wheeler Distinguished Service Award - Lillian Shively Equitation Distinguished Service Award - Shirley Parkinson Professional Achievement Award - Dr. Scott Bennett Professional Services Award nominations due

October 15 - Professional Applications due

October 31 - Submit Newly Elected Chapter Officers - Chapter Horseperson and Chapter Honor Show nominations due -Chapter financial obligations due

November

November 1 - Richard E. Lavery Professional Horseman of the Year Award - Harry Sebring Professional Horseman of the Year Award - Tony C. Ray Young Professional of the Year Award - Associate Membership Award - National Honor Show nominations due

UPHA

7: BYLAWS & ARTICLES OF INCORPORATION

When you create a nonprofit, one of your most important steps will be to draft the organization's bylaws, which establish the internal rules for operating the organization. The board of directors, tasked with setting policies and overseeing the nonprofit, will follow the rules and procedures outlined in the bylaws. Some states require nonprofits to have bylaws, but it's a good idea to have them even where not required. Bylaws can help directors run your organization, resolve conflicts among directors, and demonstrate to the public and the IRS that your organization is responsibly managing donations to further the nonprofit's charitable mission.

What to Include in Your Bylaws

Your bylaws will provide basic information about your organization and the rules that will govern your board of directors. Although the law does not require nonprofits to include any specific provisions, you should address the following to give your board adequate guidance to run the organization:

- The official name of your nonprofit
- The organization's principal address (the location where you will store your corporate records)
- The organization's purpose (more below)
- An outline of the board structure (minimum and maximum number of directors)
- A list of your officers (such as the president, vice president, secretary, and treasurer) and a description of what each will do
- Your procedure for adding and removing board members (including qualifications to serve on the board)
- Any term limits for board members
- Your schedule for regular and annual board meetings
- Details on giving notice of board meetings (how many days before the meeting, and method of communication)
- Your rule on quorum requirements (how many board members must be present to make a decision)
- A list and description of board committees (smaller groups within the board to address issues such as fundraising or operations)
- The date that will be the end of your fiscal year (the last month of your budgeting cycle)
- Your rules for amendments (how can you change the bylaws), and
- How you will handle the dissolution of your nonprofit (when and how you can close the nonprofit)

Review your state's nonprofit laws to make sure your bylaws are in compliance. For instance, many states require nonprofits to have a minimum of three directors, as well as a president, secretary, and treasurer. When your bylaws do not address an issue that is addressed by state law, your nonprofit must follow the laws of your state. For example, your state might provide that directors serve for terms of one year unless the bylaws provide otherwise. If your bylaws are silent on the matter of terms, by default your directors will have one-year terms; but if you wish, you can use the bylaws to set a different term. We suggest sending a copy of your Chapter's bylaws to the UPHA National office to remain on file.

What Are the Articles of Incorporation?

Articles of incorporation are a set of formal documents filed with a government body to legally document the creation of a corporation. Articles of incorporation generally contain pertinent information, such as the firm's name, street address, agent for service of process, and the amount and type of stock to be issued. Articles of incorporation are also referred to as the "corporate charter," "articles of association," or "certificate of incorporation."

- Articles of incorporation are the pertinent filing with a government body (usually the state) that signifies the creation of a corporation.
- In the U.S., articles of incorporation are filed with the Office of the Secretary of State where the business chooses to incorporate.
- Broadly, articles of incorporation should include the company's name, type of corporate structure, and number and type of authorized shares.
- Bylaws work in conjunction with the articles of incorporation to form the legal backbone of the business.

UPHA BYLAWS



Membership
Organization



UPHA Foundation

BYLAW INFO



Bylaw
Information



Bylaw Sample

AOI INFO



Articles of
Incorporation



AOI Sample

UPHA

8: UPHA PROGRAMS

UPHA Foundation's Mission

To educate the public in general horsemanship and matters related to the welfare of horses by any means conducive to that end; to educate and train individuals in the art of horsemanship; to encourage and promote horse shows and stimulate interest in and awareness of the general public in horse shows; to encourage, promote, and advance participation in equestrian activities through education and science; to undertake educational programs in equestrian activities.

The UPHA Foundation is able to maintain and expand the programs offered to members through the generous donations of our patrons. Donations can be made toward a specific cause or to the general Foundation fund. The UPHA Foundation and the Dewey Henderson Benevolent Fund Trust provide financial support for educational, humanitarian causes and charities that support the UPHA show industry and UPHA programs. We rely on our generous donors to fulfill our mission to improve the show horse industry.

The foundation provides opportunities such as:



UPHA Ribbons of Service

Ribbons of Service is a program through which UPHA youth members raise funds for the patients and families of St. Jude Children's Research Hospital or an approved non-profit charity. Participants have raised over \$800,000 for charities.



UPHA Annual Conference

Sharpen your skills, discover resources, and find inspiration. The Conference delivers a mix of the educational and informative content attendees want, plus fun filled social events to reconnect with friends and celebrate the show season.



UPHA American Royal National Championship

Each year the very best Saddlebreds, Hackney Ponies, and Road Horses from UPHA Chapters throughout the country travel to Kansas City to compete for National Championship titles.



UPHA Challenge Cup

The UPHA Challenge Cup was established in 1972 to encourage competition for Saddle Seat Equitation riders throughout the nation. Challenge Cup Championships are offered in many different breeds and age divisions.



UPHA Exceptional Challenge Cup

Started in 1997, the UPHA Exceptional Challenge Cup program is designed to give mentally and physically challenged riders the excitement of competing and the ability to earn awards at competitions in their area and on the national level.



UPHA Classics

The UPHA Classics originated in 1974 to stimulate interest in young horses, and to provide owners and trainers an opportunity to receive substantial prize money. Classic classes are held for Saddlebreds, Morgans, and Hackney Ponies.



UPHA Dewey Henderson Benevolent Fund Trust

Dewey Henderson felt strongly about the UPHA being able to help horse trainers in times of need. This fund provides payments to members in financial need due to certain occurrences which leave them unable to pay current expenses.



UPHA Maria Knight Scholarship Fund

This scholarship was established to honor UPHA Professional, Maria Knight and her commitment to providing a college education for her daughter. The purpose of the program is to provide a scholarship to children of professional horsemen.



UPHA Sandra Hall Memorial Scholarship

This scholarship was established to honor the legacy of Sandra Hall whose commitment to giving back to the show horse industry and its horsemen was unparalleled. Emphasis will be placed on a commitment to community and/or the show horse industry.



UPHA Open Gate Learning Center

The UPHA Open Gate Learning Center is an on-site study and learning center for young equestrians who are competing for a national or world title. In order to achieve their goals, young equestrians must travel long distances to top-level competitions.



UPHA Professional Development Grant

The UPHA Professional Development Grant was established to support UPHA members wanting to pursue continued education to further their equestrian business endeavors. Funds are to be used to further equine education, skills or proficiency.



UPHA Foundation Grant

The objective of the Foundation is to support organizations affiliated with the UPHA or that benefit from the UPHA and its stated mission. Grants will be limited to tax-exempt, not for profit, equal opportunity organizations.



UPHA Foundation Applications

Scan this QR code to download any of the following applications located in **Section 8: UPHA Programs:**

- UPHA Challenge Cup Class Application
- UPHA Classics Class Application
- UPHA Classics Eligibility Form
- UPHA Dewey Henderson Benevolent Fund Application
- UPHA Maria Knight Scholarship
- UPHA Sandra Hall Scholarship
- Ribbons of Service Application
- UPHA Professional Development Grant

UPHA

9: UPHA AWARDS

Honoring our Deserving Peers

- *Chapter Horse Person of the Year*

Recipients of the award are professional members, chosen for their service to the UPHA and contributions to the breeds. Participation and support of UPHA programs, good sportsmanship and upholding the ideals of the UPHA are considered important attributes.

- *Chapter Honor Show of the Year*

The UPHA Chapter Horse Show award will be presented to the show that meets the standards of the professional horseman/horsewoman and the show horse industry. The following criteria shall be taken into consideration: the show arena, the warm-up ring, the footing and lighting in each, the safety and number of stalls available, facilities for caretakers, and parking for the exhibitors. In addition to the physical aspects, the attitude of the show management and its willingness to work with exhibitors and the professionals for a better horse show, as well as the promotion of the show and horse industry in general, through effective and innovative ways.

Through its awards program, UPHA recognizes members not only for their success in the show ring, but also their dedication and contributions to UPHA and our industry.

UPHA National Awards

- Awards will be given to individuals who are highly deserving, based on the applicable criteria.
- An award does not have to be given each year.
- Award winners are selected by the UPHA Executive Board.
- UPHA Committees (examples: Equitation/Young Professional/Associates) who are tasked with submitting recommendations for awards shall submit three (3) nominees to the UPHA Executive Board for consideration.
- The UPHA Executive Board may select one of the nominees submitted by a committee, but is not required to do so. The UPHA Executive Board may select an award recipient of its own choosing.

Eligibility/Criteria

- Specific criteria and eligibility are outlined in each award description.
- UPHA membership may or may not be required for a nominee dependent on the specific award.
- Ensure that the nominee meets the criteria by reviewing the individual award descriptions.

How to Nominate

All nominations must be in writing and include:

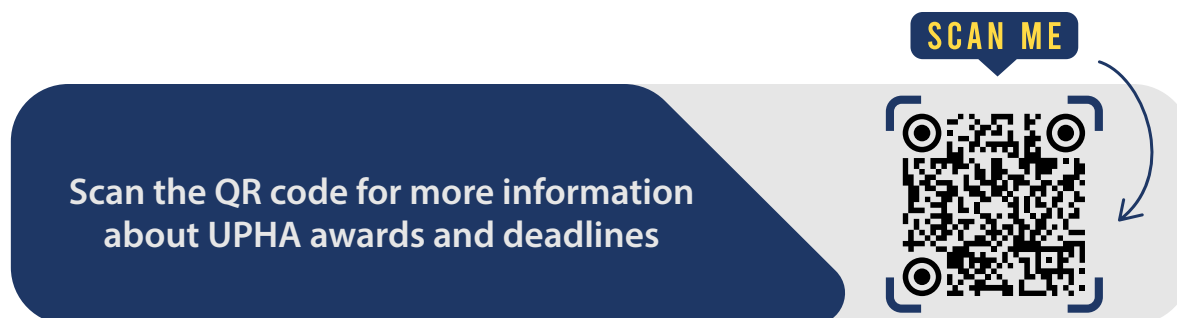
- Name of nominee and contact information
- Name of award
- Name and contact information for the nominator
- Letter of nomination stating why the individuals deserves a specific award
- Any relevant supplemental materials, such as magazine articles, about the nominee and supporting letters
- Please submit nomination and materials to Jennifer Mellenkamp, UPHA Executive Director

Email to: jmellenkamp@uphaonline.com (please include "Award Nomination" in the subject line). Or mail to: UPHA, 4059 Iron Works Parkway, Suite 2, Lexington, KY 40511

Awards Presentation

All award presentations are made at the UPHA National Conference, with the exception of the UPHA Jesus Gonzales Caretaker Hall of Fame, which is presented at Lexington Junior League Charity Horse Show and Grand National & World Championship Morgan Horse Show. Upon notification of selection, the awardees must assist in compiling information for the awards presentation by the set deadlines.

Richfield Video Productions is contracted by UPHA to prepare the video presentations. The UPHA or designee will work with the award winners on the script, photos, video clips, etc. used in the presentation. UPHA covers the cost of creating the video presentation. Following the conference, the award winners will receive an electronic file of the video presentation.



UPHA Code of Ethics

As members of The United Professional Horsemen's Association, Inc. (UPHA), we acknowledge our role of providing service to the horse industry, and recognize the need to do so in a professional manner, and to deal with the public and our colleagues with the highest degree of integrity. Therefore, we have set forth the following creed which shall govern our endeavors to fulfill our obligations:

We Pledge To:

1. Ensure that the welfare of the horse is paramount and that every animal shall at all times be treated humanely and with dignity, respect and compassion;
2. Uphold and adhere to the highest standards of integrity, professionalism, and sportsmanship of the UPHA and to work to further its goals and objectives;
3. Conduct all business affairs with clients and other professionals in an honest, sincere, open and forthright manner;
4. Instill confidence among clients and the public in the horse industry, avoiding any action conducive to discrediting it or the membership of the United Professional Horsemen's Association;
5. Handle our business and operations in a manner that promotes the image of the UPHA and professionalism through our conduct, dress and behavior;
6. Adhere to moral and ethical principles reflecting soundness of character; and
7. Have a reciprocal relationship with each other wherein we are compelled to comment to our peers on their actions as well as be receptive of comments on our actions, if those actions might be perceived or interpreted as abusive or inappropriate.

We agree to bring forward any conduct alleged to be in violation of this Code of Ethics to the UPHA Executive Board, UPHA Board of Directors and UPHA Ethics Review Committee for review.



Rules and Procedures for Review

These rules and procedures govern the UPHA in bringing the resolution of all complaints of violation of the Code of Ethics. All members of the UPHA are bound by this Code of Ethics during their membership in the UPHA.

Corporate Sponsorship Tips

Where To Start:

The key to successful sales these days is RELATIONSHIPS. Ideally, each sponsor becomes an established relationship, built over time, with annual participation. Two years is the average amount of time needed for a sponsor relationship to come to fruition.

To start the relationship building process, the key is coming in through the back door and getting to the right person. Cold calling DOES NOT work anymore. An in-person visit is ALWAYS best (it is much harder to say no to someone's face than it is to ignore).

Types of Business to Look For:

- Businesses where Equestrians are their direct consumers
- Business with high margins (i.e., more to spend)

Examples:

- Equine Supplements
- Insurance (equine, car, trailers, etc.)
- Equine Pharma
- Car Dealerships
- Trailer Dealerships
- Hotels (perfect example of a business directly profiting from the horse show)
- Local Restaurants (possibly donate food instead of money)

When Selling:

- ***Keep focus on the beneficiary charity and their involvement with the show***

The more money raised; the more money given to the charity. When the focus stays on the giving to the charity, you pull on the emotional side of the decision maker. Not only can the sponsor now use the donation as a write off, they are getting the eyes of potential customers and giving back to their communities. Its advertising that is helping their communities!

- ***Connect the Horse Show to the community***

The charity needs to benefit the local community to make it compelling especially for local businesses.

- ***Focus on the Social Media side of things***

Most modern & successful businesses these days have some sort of social media presence. As a charity event, it is important for your horse show to do the same! This will also help you build a stronger sales pitch for potential donors. You can then focus

less on physical signage (and more attention on the digital promotion). Focus on views, plays, shares, & forwards as those have the most impressive numbers.

- ***Be creative and build your Community!***

Example: Host an event at a local wine shop/bar during the show & be sure to let the owner/decision maker of the business know that you are horse show people! Not only will this bring business to a potential sponsor's business and start a positive relationship with them but will help them remember you when you ask for a future sponsorship.

Keep looking forward and make it great for what we are up against now. There are so many more things to choose from these days, so stay entertaining and competitive!

American Express counsels its business clients:

"So how frequent must your communications be to reach and activate your audience?" Long-standing research in advertising tells us that it takes three to seven impressions before a message registers. A frequency of fewer than three messages is a waste of money. But a frequency beyond seven continues to have a cumulative benefit; diminishing returns doesn't set in for a good while. You'll get tired of your ads long before your prospect does."

So how do you achieve 'effective frequency' without driving your audience nuts?

- The most obvious strategy is a balanced media mix: emails, texts, social media's various platforms, podcast subscriptions, audio/video messages, a blog, video platform subscriptions ... you get the idea. Social media platforms change as quickly as the messages posted to them – and your audience's preferences are just as volatile. That's why your message must be repeated in different formats – verbiage, videos, graphics, audio files, links, and more. Your UPHA Marketing Committee has challenged itself to develop as many of these tools as possible; and, more resources are on the way.
- Delegate communications to your Chapter leadership team. Participate yourself, with personal observations and messages. The horse business is supported by personal relationships; reach out! Call upon people who can help amplify your messages. And always point to the value of what UPHA membership provides -- #UnitedByUPHA, remember?

We offer these tips and tools for your own Chapter's needs. You will learn more about them in the Chapter Toolbox. And remember – three to seven messages — in various formats — helps your audience stay connected when they're listening.

Scan the QR code for more information
on the UPHA Chapter Toolbox



UPHA

12: CONCLUSION

Your Ideas Are Welcomed Here. Your Participation is, too.

Often an idea will pop up and the Chapter official or UPHA member may not be familiar with the process for getting it heard, developed, approved, and installed.

UPHA works through a system of standing committees. It's proved to be an effective way to ensure that issues don't fall through the cracks, and that matters to be acted upon receive a progressive path to the Board of Directors' agenda at upcoming meetings. While Chapters don't necessarily work directly with UPHA's committees, it's good to know how to introduce innovative ideas or improvements and help them find "blue sky." As UPHA Governance Committee Chair Tammie Conatser says, "The Governance Committee is always open to suggestions for updating processes within UPHA. Feel free to share your thoughts."

Another way to help get ideas activated is by participating on a High Performance Team. An HPT is different from a committee, which generally handles routine business and emerging issues. An HPT requires dedicated volunteers with knowledge of and skills for the project being tackled, urgency to produce the deliverables by deadline, a defined project to work on. An HPT is activated for a specific purpose and a close-out date is assigned when the team is selected. Regular meetings are held weekly (usually, via Zoom) and work is produced between the meeting dates. The HPT works with UPHA staff and a sponsor (who may be a volunteer) as the staff and sponsor work hard and fast to clear any obstacles that may delay the HPT's success. HPTs allow the UPHA organization to get more done, faster, than could happen without the HPT in place. As an example, the Marketing Committee organized an HPT to fulfill the deliverables of the approved 2023-2024 marketing plan. A UPHA-subscription project software program called Basecamp helped the Reinmaker HPT (UPHA's first high performance team) track their items, have online "campfire chats," post and archive files, assign deadlines and more. Deliverables included this updated Chapter Handbook, Connection newsletter, a rousing video ad, an online Chapter Toolbox, and much more.

Please consider lending your ideas, skills and participation to projects that promote growth in the horse industry and unity among the stakeholders. For more information, contact UPHA Executive Director Jennifer Mellenkamp



Additional Downloads

Scan this QR for a complete online version of this Chapter Handbook, along with other useful downloads (located in Section 12) such as the UPHA Conflict of Interest Policy, the UPHA Confidentiality Agreement and the UPHA Membership Transfer form.