



USHJA CLINICS IN A BOX

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USHJA Clinics in a Box

INTRODUCTION

The USHJA is dedicated to inspiring individuals to achieve their maximum potential, upholding the welfare of the horse and promoting fairness in competition. We are committed to educating our members, representing the hunter/jumper discipline and advancing the sport.

The goal of the USHJA Clinics Directory is to educate all levels of equine participants through educational riding clinics, forums, seminars, workshops and teaching demonstrations. USHJA can provide you with a list of experienced clinicians, promotion of your clinic through the [USHJA Clinics Directory](#) and E-Update, and materials to the clinic participants.

HOW TO AFFILIATE YOUR CLINIC

Submit the [Clinic Directory Application](#) and \$50 directory listing fee (if applicable) to the USHJA office a **minimum of 30 days prior to your clinic**. Once the paperwork is received, your clinic information will be posted on the USHJA Directory of Clinics and in the bimonthly E-Updates.

TYPES OF CLINICS

When planning a clinic, we suggest determining your target audience interest, needs and best time of year to hold a clinic.

There are many different types of clinic formats that can be used to fit a variety of audiences. Examples include, but are not limited to:

- Mounted clinics with an emphasis on equitation, jumpers, hunters or a combination of all three
- Education on basic horsemanship and care
- Basic horse care featuring a veterinarian and/or farrier
- Judge's perspective
- Legal topics

OBTAIN THE NECESSARY CONTRACTS

During the planning stages, make sure that you have signed contracts with the clinic facility before you do any promotion of the event. Prior to the event, you will need to have liability insurance to cover you, the facility and the clinician in the event of an accident. Due to the busy schedules of most clinicians, have a signed contract well in advance of the event. Stay in touch with the clinician to ensure that his/her needs are met with travel arrangements and for conducting the clinic.

MARKETING

Marketing the clinic is a large component of the event. It is recommended that a flyer or brochure is produced and distributed to local tack shops, horse shows, barns and magazines in the months leading up to the clinic. Once your clinic application and fee (if applicable) are submitted to the USHJA office, USHJA will publish information about your event on the [USHJA Directory of Clinics](#) and in our bimonthly E-Updates sent to all 36,000 members.

DETERMINE CLINIC DAY NEEDS

To ensure that all participants and auditors can be heard, it is recommended that a microphone is available for the clinician. Before the clinic begins, it is important to work with the clinician to determine his/her needs for jumps, jump crew or any special requests. A concession stand and adequate restrooms are also recommended.

CLINICS IN A BOX CHECK LIST

Pre-Clinic Preparations

- Determine your target audience and their interests
- Determine the best time and location to hold your clinic
- Choose the type of clinic (riding, horsemanship, informational, judges, legal, farrier, etc.)
- Choose a clinician.
- Determine time schedule and number of participants you will accept in each group

Marketing and Promotion

- Create and distribute brochures
- Submit application and fee (if applicable) to USHJA to begin marketing the event
- Send pre-clinic registration information

Necessary Contracts to Sign for Clinic

- Clinician and facility contracts
- Insurance, liability coverage for event
- Volunteer and paid staff

Determine Clinic Day Needs

- Arrange for a PA system
- Jumps and jump crew
- Concessions and restrooms

After the Clinic

- Clean up facility
- Return post-clinic documents to USHJA

TIMELINE OF TASKS

9 – 12 months in advance

- Choose type and topic – clearly define the purpose and target audience
- Check for other events (clinics or horse shows) in the surrounding area to help determine the best date to hold your clinic
- Choose facility if needed – verify all state, local, municipal requirements for permits
- Choose clinician – ensure the clinician’s personality fits your target audience

6 – 9 months in advance

- Develop the clinic to fit your needs
 - Clinician to participant ratio
 - Time allowed – number of days, number of sessions and length of each session
 - Necessary tools and equipment for setup, event and clean up
 - Format – involve clinician in interactive activities with participants
- Sign contract with clinician, host and facility
 - Stay in continuous contact with clinician

3 – 6 months in advance

- Marketing and promotion
 - Produce mailing lists
 - Print brochures with schedule, directions, lodging and fees
 - Locate sponsors
- Open participant and auditor registration
- Determine vendors and food
- Hire staff and EMT services for the clinic
- Arrange for insurance
- Submit USHJA clinic application and fee (if applicable) to USHJA a minimum of 30 days prior to your clinic
- Audio/visual – ensure the seating offers a clear view of the arena and a microphone is available for the clinician

2 weeks – 3 months in advance

- Re-check with vendors, site and clinician
- Submit USHJA clinic application and fee (if applicable) to USHJA a minimum of 30 days prior to your clinic
- Mail brochures with schedule, directions, lodging and fees
- Send confirmation to participants for receipt of registration
- Organize and develop clinic materials for distribution
- Organize post-clinic materials
- Make arrangements to acknowledge people involved with clinic

After the clinic

- Clean up facility
- Produce a report to obtain performance feedback
- Send thank you notes to volunteers and clinician
- Send post-clinic documents to USHJA no later than 10 days after your clinic

What Makes A Good/Great Clinic?

By Diane Carney

This is the question that was asked of me and the following remarks are from my experience as a participant, auditor, and organizer of many different styles of clinics and with many different personalities of instructors and participants. These are some suggestions that seem consistent no matter the size of the clinic or individuals involved.

BE CONFIDENT

Pick a style of clinic or seminar you are confident with. Draw on your own strengths and/or needs in education and build around those needs.

PICKING YOUR INSTRUCTOR

Find good communicators that have real experience and can get their message across. Riders and auditors will enjoy their time and dollars spent if they are well instructed and included from an articulate instructor.

ORGANIZE

Organize and clean up your facility or area for the clinic. Being orderly is respectful to your instructor and auditors, this helps promote positive attitudes for other activities you organize. If possible paint your jumps and ask your instructor what type of equipment they require and the amount of jumps they will need. For example 24 standards, 36 rails, 72 cups and variety of boxes, a liverpool (optional) and flowers. This amount of equipment is probably the maximum most would use, but this is also the formula I start with until I know differently. Footing is important all day not, just at the beginning and end of each day. Remember to keep dust under control and dogs should be kept on a leash at all times.

SCHEDULE

My experience is that clinics are generally better when organized by ability not height. The organizer will use heights to sort out participant's ability, but usually putting people in a lower section before they get in too "deep" and are over faced is better for all concerned. My experience is that is better to be in a section too low rather than too high. I usually organize 3 sections that last 1 ½ – 2 hours each if 7 to 8 are in each group, sometimes 4 sections a day depending on the levels. Be sure to be clear with your instructor as to what your ideas are and listen to their needs. Plan breaks depending on the instructor's rhythm. Keep to the schedule as best as possible, but follow the cues you get from your instructor. If they get creative and inspired at the end of a section be sure to not cut them off with pushing the next group before they are ready. Let them teach, time is important but the instructor is the lead. Some instructors ask to be reminded when they are 30 minutes from the scheduled end and others manage their own time.

PRICE

Education of any kind is usually not free. Price your clinic as fairly as possible. Below is an example (by no means the rule):

APPROXIMATE COST FOR A 2 DAY CLINIC:

- Stabling for 21 horses if 7 ride in 3 groups, microphone rental, porto-john rental
- EMT, water/coffee/Gatorade, snacks from before start to almost finish each day, instructor fees, advertising, a small profit for the effort

\$ 4000	Instructor fee (total for 2 days)
\$ 200	Food and hotel (if necessary)
\$ 1000	Facility rentals, EMT, etc.
\$1500	Stabling @ \$35 per night for 21 horses over 2 nights
<u>\$1000</u>	Profit (\$500 per day to organizer)
\$ 7700	Divided by 21 horses
	\$370 to ride
	\$90 to audit (\$45 per day)

All of these fees will change with different parts of the country, donations that assist with the production of the clinic, sponsors for hotel/food, and individual instructors' business needs. I organize many clinics where these fees are too low and many where due to financial assistance from USHJA, Zones, and individuals that make the pricing lower. No one should forget that clinics are for education and business.

PARTICIPANTS AND ADVERTISING

Call or speak face to face with people you think will like to ride and/or audit the clinic. Keep your contacts in a file for good records and call again for this clinic and future events. Advertise with tack shops, magazines and internet (the USHJA website is a great source which provides opportunities to advertise clinics). The ad, in my experience, works well when it is simple and clear. I follow the idea that less is more: list the instructor, venue, location, dates, and a phone number or e-mail and then answer the phone or email contacts!

One side note:

Participants that appreciate the efforts of the organizer and instructors make for favorable learning environment for all in attendance. Education is not charity and sometimes not appreciated due to costs. All of us making the effort on behalf of education believe in passing on our riding traditions and adding to the safety, quality and enjoyment of today's horsemanship. This attitude at a clinic or seminar is considerate to all in attendance.

BE CONSISTENT

Clinics are fun, super for getting reinforcement on basic horsemanship (that we all know and need) and opportunities for new material. The environment needs to be consistent just like good horsemanship is consistent. Remember, clinics are also business. If a fee for auditing is charged, be consistent with your policy (sponsorships excluded). A clinic is no time for favorites. Policies are in place for the good of all and it is appreciated if those auditing, riding and organizing the clinic follow them. Answer all questions with respect and manners.

FOLLOW UP/RE-CONTACT PARTICIPANTS

Collect your riding fees in advance of the day of the clinic, if possible. It makes for less confusion and people can concentrate on their horses. It also firms up your groups. People should remember the desire to participate should be followed with payment so others that are interested are not denied due to spots in sections being held without payment. I prefer to do auditing day by day. It is less bookkeeping and more accurate. As you are collecting the fees, remind people of arrival times and times for the section.

GREET YOUR PARTICIPANTS

Be present, visible and on hand for arrival needs that may come up. Be on time (which to me means early) each day. People have needs and it is my experience the better they are managed the better the clinic. It is ok to say “no” if you really can’t accommodate, but don’t say “no” just because it is a little extra effort. Think ahead regarding equipment like a hole punch, extra whip & spurs at the ring, or extra technical support for seminars (i.e. batteries, etc.)

ENJOY!

Enjoy the hard work and learn for the next clinic regarding what to repeat or not and where to improve so each educational seminar/clinic offers a solid product: horsemanship.

Please contact USHJA at (USHJAEducation@ushja.org), and we will assist you with your ideas and inform you of programs available to get your clinic off to a great start!

Diane Carney is a 1976 graduate of the University of Denver and a professional in the horse industry since 1980. Among her accomplishments riding and training she is an advocate for education in our sport participating, auditing, organizing and instructing clinics nationally. She has been the organizer of the annual George H. Morris clinic in Chicago since 1985, and has assisted the USHJA with our clinic program including organizing the USHJA 2004 Kentucky Spring clinic with Candice King, the 2005 USHJA/Zone 5/Showplace Productions, Chicago clinic with Mike Henaghan (during Equifest 1 & 2 horse shows), the 2006 USHJA Canterbury Farm clinic with Don Stewart, Jr., the 2010 USHJA Trainer Certification Program Clinic with George Morris, and many others.