

# Canadian Pony Club



## ANNUAL REPORT 2020

[Abstract](#)  
2020 Report of Disciplines and Regions



**CANADIAN PONY CLUB**  
**ANNUAL REPORT**  
2020 Report of Regions and Disciplines

**2020**

Loyalty

Character

Sportsmanship

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## **1 GENERAL**

### **1.1 Aims and Objectives of Pony Club**

To encourage young people to ride, and to learn to enjoy all kinds of sports connected with horses and riding.

To provide instruction in riding and horsemanship, and to instill in members the proper care of their animals.

To promote the highest ideals of sportsmanship, citizenship and loyalty, thereby cultivating strength of character and self-discipline.

### **1.2 Mission Statement**

To develop competent and knowledgeable young horse persons who combine enjoyment, responsibility, sportsmanship and good citizenship with the pursuit of various equestrian activities.

### **1.3 Pony Club Motto**

Canadian Pony Club's motto is: Loyalty, Character, Sportsmanship



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## 1.4 National Board

### Board of directors 2020

National Chair	Jane Goodliffe
National Vice Chair	Naomi Girling
National Finance Chair	Marcia Reid
National Secretary	Alissa Cue
Director – Alberta South	Marcia Reid
Director – Alberta Central	Debi Jensen
Director – Alberta North	Carol Judd
Director – BC Islands	Laura Fanning
Director – BC Interior North	Karen Ritchey
Director – BC Lower Mainland	Ian MacLean
Director – Central Ontario	Colin Barnes
Director – Manitoba	Sarah Read
Director – New Brunswick/PEI	Valerie Paton
Director – Nova Scotia	Alissa Cue
Director – Saskatchewan	Naomi Girling
Director – St. Lawrence Ottawa Valley	Susan Lorden
Director – Western Ontario	Sherry Jackson
Active Member West	Alison Blanchard-Lapointe
Active Member East	Rebecca Holleman
National Past Chair	Kim Leffley
National Treasurer	Elaine Webster (non-voting)

## 1.5 National Chair Report

Since my last report in November 2019, there have been a few significant changes in the world of Canadian Pony Club. Most specifically the emergence of a global pandemic.

We had no idea at the time that the entire world was in fact standing on the edge of the abyss. To have to completely shut down all Pony Club in person operations in March due to the seriousness of the pandemic was not a decision that we took lightly. Incredibly, Pony Club leaders at all levels switched into overdrive to move their programs into the Virtual world. Zoom suddenly became a household word, as students met online in both their academic and pony club world. Our National Education



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Chair, Lezah Williamson, jumped into the fray and provided our members with information, quizzes and fun facts that members and parents alike participated in across the country. SLOV hosted a virtual Rally and our Canadian Pony Club Socks (courtesy of Jessica Van Nostrand our National Youth rep from Nova Scotia) had people from across the nation thinking of new and ingenious ways to model what their CPC socks were getting up to during our enforced isolation.

Slowly but surely, we were able to have each Region work out a Reactivation plan (which entailed many hours of work on behalf of the regional executives and the Management Committee) and resume in person operations as provincial restrictions on gathering numbers were slowly decreased. The Management Committee had to make the difficult decision to cancel all National Competitions for the year. At the same time, the International Pony Clubs across the world were facing the same problems, and the painful decision was made to cancel all International competitions slated for 2020. The biggest impact was faced by our International Mounted Games Team who were going to Australia in late Fall. Because the competition is age related, there was no postponement for them, and they will never have the chance to be Team Canada IMG 2020. Due to a heroic effort from Maria Berry, Val Crowe and their National Quiz Committee, National Quiz took to cyberspace, and became our first Virtual National Quiz. A Virtual International Quiz will be hosted by the UK Pony Club (with help from our very own Val Crowe) early in December 2020.

New and exciting challenges lie ahead for the Canadian Pony Club as we start our journey into restructuring our organization to bring us in line with all other major sport organizations. The decision was taken at our Semi-Annual Meeting last November to move forward with our restructure plan, and to that end, the Management Committee has engaged the services of Sport and Law Strategy Group to work with each region as they form their own separate entities within the Canadian Pony Club. The group will gather information for incorporation for each region and there will be no cost to regions for these services. The goal is to try to make the process as easy and stress free as possible.

The Managements Committee has put in many hours of work during the last few months, and in September Val Paton had to regretfully resign from the committee due to personal reasons. Sherry Jackson has now taken her place and brings her special set of skills to the group that are much appreciated. A webinar session with Sport and Law strategy Group took place at the end of September with Regional Chairs and National Directors so that our executives could have the opportunity to ask questions about the restructure process and how it will affect their regions. Throughout this process there will be no costs to regions whatsoever. Our insurance policies will still cover our organization and our Directors and Officers just as they always have done with no extra costs to the regions.

I hope that we can move forward together toward a stronger future with the knowledge that the actions that we are taking now, will benefit others for many years to come as we work to strengthen



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and protect our organization. I know that I feel proud to have been a part of this great institution for many years and also proud to call so many people that I have met over the years my Pony Club 'family'.

Respectfully submitted,  
Jane Goodliffe  
Canadian Pony Club National Chair.



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## 2 DISCIPLINE REPORTS

### 2.1 Dressage

Very little occurred due to COVID-19. Some regions were able to hold Regional virtual or in-person events based on local COVID restrictions.

### 2.2 PPG

*Report submitted by Alissa Cue, National PPG Chair*

Prince Phillip Games has been very quiet this year with the COVID-19 pandemic. We were unable to hold any competition this year and were unable to hold the IMGE Selection Camp in person.

It was decided in July that there would be too much risk to try and hold a selection camp in the fall especially as it was set to be hosted in Nova Scotia which required self-isolation upon entry. There were seven candidates that put their name forwards with complete applications by the July 31 deadline.

It was decided to host the IMGE Selection camp virtually with video submissions being due October 1st and the online interviews being held on Zoom on October 24th. Two of the candidates decided to withdraw their names prior to the due date of the video applications leaving us with five candidates moving forward. On October 24th Nicole Robinson and Allie Vieweg joined me to complete the interviews; both Nicole and Allie have been coaches for IMGE tours in the past. All the candidates interviewed very well and got some feedback on things they could work on through the winter to prepare for the tour. It was communicated to the team that the tour may be cancelled depending on the global COVID situation and CPC's comfort level of sending a team.

There were a lot of unknowns which made it hard for people to commit to Team Manager and Coach so it was decided that applications for those positions would go out in the New Year once we know if the tour is going ahead. Our team is the following:

- Ann Marie Miller (COR)
- Eliza Goslin (COR)
- Kaitlyn Waddell (ANR)
- Hadley Jack (BCLM)
- Madeleine Shank (ANR)

I want to commend everyone for completing the application process in these unprecedented times as I know it was less than ideal.





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## 2.3 Tetrathlon

Some regions are continuing to do limited activities such as online dressage rides or timing their runs and sending them in. There has been no discussion about nationals as most provinces are not able to even hold regional competitions.

Unfortunately, the two members chosen to attend International competition in the UK were not able to attend in 2020. This year international competition is still on hold.

## 2.4 Quiz

*Report submitted by Maria Berry, National Quiz Chair*

The 2020 National Quiz was set to be hosted by the Alberta North region in Edmonton from October 9<sup>th</sup> to 12<sup>th</sup>. But due to the onset of Covid-19 around the world and including Canada, the event had to be cancelled and a very successful virtual competition was held on October 10<sup>th</sup> online.

Winner in the A/B category was Karla Iverson from the Manitoba Region, with Jessica Van Nostrand (NS) in second place and Caslin Morris (MB) in third. The Manitoba team also finished in first place.

In the C category the Nova Scotia team finished in 1<sup>st</sup> place. Individually Makayla Gerrior (NS) finished in first place, with Kayce Vaadeland (SK) and Lucie Shaver (BCLM) in second and third.





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Full results can be found on the CPC website at [www.canadianponyclub.org](http://www.canadianponyclub.org) under What We Do, Disciplines Quiz and under National Championships.

## 2.5 Education

*Report submitted by Lezah Williamson, National Education Chair*

The 2020 year in Pony Club (and all other aspects of life) was one unlike any other with the unexpected and rapid onset of Covid-19 which resulted in the large-scale interruption of most things in life, including the majority of traditional Pony Club educational activities like lessons, camps and clinics. Many branches went completely on hiatus as branches and regions struggled with Covid protocols after waiting months to be allowed to return to activities followed by the government mandated cease of activities order that was experienced across the nation.

In spite of that, many other avenues were opened up for us – branches and regions worked on-line, using platforms like Zoom, Teams and Google classroom to interact with members. CPC Education created a multi-page mail-out recommending teaching strategies to use and Pony Club approved websites to visit.

Our Facebook page, CPC Education, has grown by almost 500 members in the last half a year and continues to gain new members daily. We have made regular posts using a Quiz-type form of interaction, and in the summer started profiling first well-known CPC members, followed by recognizing some of our special volunteers of past and present, and more recently, we have been doing a CPC Ride Across Canada profiling all the different branches. Currently we have completed BCLM, BC Islands, BC Interior and North, and are almost all the way through Alberta South. Next on the docket is Alberta Central, then Alberta North, and after that we'll head east. Having input from the regions and branches is helpful as often there is not a lot of information available, and as far as branches, often what is up on the CPC site is not current regarding branches being in operation.

Additionally, since the youth are less likely now to be regular Facebook users, we started an Instagram page to post some of the Quiz type photos and activities that had been featured on the FB page. Over the winter I had worked on new supplemental reading material, and so during the Covid shutdown, and with a big shout out to HM Carol MacDonald, who helped immensely with the editing and suggestion of new topics to add, the new educational supplemental reading materials were completed in April and posted in May. Since then National asked for them to be taken down so that we could do a 'Big Release' – more information to come on that.



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As well, talks got underway with a family (I believe originally Canadian) currently living in the UK, involved heavily with both UKPC and the university system. Their access to and familiarity with different platforms has allowed them to create an interactive education program for UKPC, which they are willing to adapt to match CPC Testing Procedures and the equestrian life in North America. This should be a very great addition to our teaching toolkit.

As we all get used to our new Covid reality, I hope that regions and branches will be able to find ways forward that allow them to continue to provide education opportunities within the confines imposed by the Corona virus.

## 2.6 Testing

*Report submitted by Gwen Barnes, National Testing Chair*

National Test Results 2020 – “A” Level. Congratulations to:

HA	Sarah Wyssen	WOR
Full A	Kate Lloyd	WOR

Due to Covid-19 there was only limited testing in 2020 and safe travel was limited. We hope things will improve in 2021. The CPC Testing Calendar will assist regions to share national tests, allow C2 examiners to find eligible tests to enable them to upgrade, avoid conflicts with neighbouring regions and sometimes assist regions to arrange to share travel costs.

Testing Procedure Review – The new flat rides being prepared are still in the works. Until approved, we will continue to use the rides in the 2019 Testing Procedures.

Accommodation in Testing - A request is now included on all test applications. Failure to request means there will be no accommodation made on the day of the test. It is the Test Reps responsibility to help the families through the process well ahead of the test when they tick either of these boxes. This requires test applications to be distributed and completed earlier.



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### 3 REGIONAL REPORTS

#### 3.1 Alberta South Region

Report submitted by Annette Buis, ABS Regional Chair

The ABS Region has 13 branches and one riding centre. We welcomed Thompson Country in Alberta South, as they moved from Alberta Central. We had 207 active members and 22 horse masters.

Regional chair: Annette Buis  
Vice chair: Danielle White-Burke  
Secretary: Danielle Williams  
National Director and Treasurer: Marcia Reid

This year was not business as usual as we got hit by a global pandemic, causing us to delay our season and to cancel National and international competition. Despite these setbacks the Branches in ABS did manage to have a fairly normal summer season. Restrictions in the Province did allow us to have sport events outdoors, which allowed for lessons and testing, even if they needed to be somewhat smaller in size.

#### QUIZ/EDUCATION

The ABS Region went online with a 21-day challenge. During the month of April, members could answer three questions about a horsey topic every day. Those that completed the challenge were entered in a prize draw. In total we had 44 participants finish the challenge.



#### 21 Day Quiz Challenge

Join in for the 21 day challenge on your knowledge of the horse







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### YEAR END SHOW

The Cochrane branch organized an unofficial year end show, open to the whole Region. A little over 50 combinations came out and participated in a dressage test and a show jumping round. There was also a ‘fun’ jumping class (hit and hurry for the 2’6” and under and fault and out for the 2’9” and over divisions). The competition also saw a clear round division. All entry fees for this division, a little over \$500.00, were donated to the AEF for their ‘for the herd’ initiative to support equine businesses hit hard by the pandemic.

### TESTING

The Region hosted two testing days – one for the levels up to C1 and we had 7 members test in the Regional testing day for the C1 and C2 levels.

## 3.2 BC Interior North Region

*Report submitted by Karen Ritchey, BCIN National Director*

Because of Covid19 it was a very slow year for BCIN with most events getting cancelled. We also did not have any face-to-face meetings and only one teleconference meeting.

BCIN managed to host our Regional Quiz the weekend before everything got shut down in early March. It was a big success with 130 members competing in the North and South combined.

BCIN had four C team members and one A/B HM compete in the virtual National Quiz. The feedback was positive.

## 3.3 Central Ontario Region

*Report submitted by Anita Barnes, COR Regional Chair*

It has been a whirlwind of a crazy year for everyone. Planning pony club activities and events as usual at the start of 2020 suddenly came to an abrupt halt with the news of Covid-19 and in-pending lock downs on and off throughout the year.





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With southern Ontario being a hard-hit region, all our events were cancelled one after the other as we navigated our way to the world of Zoom with online meetings and education sessions.



Our volunteers created some great educational activities online, including participation with other regions and we were able to get a very limited socially distanced one or two riding activities in depending on the location and ability to social distance and follow our Covid -19 plans.

Members were earning badges by reading equestrian books, designing barns, tack cleaning and holiday crafts. Guest speakers such as Belinda Trussell told stories of their childhood and accomplishments. A driveway dressage competition that was judged by none other than Jacquie Brooks Olympic Dressage Rider was a fun way for members to get outdoors.

One branch managed to host a socially distanced fall fair, something new to get our members out having lighthearted fun and games between lockdowns.

We were able to test within a few branches from D to C1 which once again called for some creative planning to keep everyone safe.



COR had a team compete in CPC National Quiz. A COR member was co-awarded the Phil Crowe award. We also had successful candidates selected for the IMGE team travelling to Australia 2021.

All in all, we are now well versed with online meeting and education, and our year was not completely lost. We are hoping we are able to provide more riding and in person activities in 2021, fingers crossed.....





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### 3.4 Nova Scotia Region

*Report submitted by Valerie McDermott, NS Regional Chair*

Membership: 210 active members and 12 Horsemasters

Most of the NS events if held were virtual due to the Covid-19 pandemic restrictions in our province.

Our year started out with good intentions and a quiz qualifier held at Lancers Riding Centre. March 16<sup>th</sup> the Global Pandemic of Covid-19 sent our program to a virtual platform. While in person activities stopped our volunteers found ways to engage our members with other events, dressage, quiz and stable management was all completed online.

A second virtual quiz qualifier was held by Evangeline branch and was very well attended.

All Regional and branch meetings were held in a virtual platform using google meetings.

NS submitted for the return to sport and was approved however gathering limits and travel restrictions prevented any in person clinics, testing or competitions this past year.

NS Regional had representation at National Quiz with 7 members competing.



Our A/B member scrambled with a BCLM and a SASK member:

Jessica van Nostrand, from Evangeline, placed 2<sup>nd</sup> - The team placed 2<sup>nd</sup> overall.

Our C team members included:

Makayla Gerroir, from Evangeline, placing 1<sup>st</sup>.

Enna Anderson Mills, from Annapolis, placing 6<sup>th</sup>.

Hailey Cockroft, from Evangeline, placing 14<sup>th</sup>.

Chelsey Keddy, from Evangeline, placing 19<sup>th</sup> - C1 team placed 1<sup>st</sup> overall.

Also, our NS scramble members include:

Chloe Slauenwhite, from Evangeline, placing 20<sup>th</sup>.

Katelyn Tattersall, from West Valley, placing 21<sup>st</sup>

NS/ABC C scramble team placed 3<sup>rd</sup> overall.

Congratulations to all!

Special congratulations go to:

Jessica van Nostrand for winning the Phil Crowe Memorial Award at the A/B level

Hailey Cockroft for winning the Phil Crowe Memorial Award at the C level.



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### 3.5 New Brunswick / PEI Region

*Report submitted by Heather Touchie-Blakely, NB/PEI Regional Chair*

Our 2020 Regional Chair was Heather Touchie Blakely

Our 2020 National Director was Valerie Paton

Tyra Lingley, one of our long-time members/regional board members, was named as one of the National Youth Reps.

We had approximately 100 members in 2020 (approximately 128 in 2019) so we are happy to have retained many and recruited several new members.

Our clubs were active (in-person) from January – March, and then were shut down for Covid. Most clubs re-opened with Covid Operational Plans in June-July and have been active since that time.

Our regional Education Committee spearheaded a project to provide work packages to all members that were printed/mailed to them. This resulted in work being provided 1/month for 4-5 months and it was a successful endeavour.

Sadly, none of our regional events were possible this year due to Covid-19. This includes our hosting of National Dressage.

We did successfully hold one day of D level testing (Cardwell Pony Club), and had scheduled a C level “regional” test day (Hampton Riding Centre), following Covid requirements, but this was cancelled due to lack of candidates.

After extensive work preparing our Covid Operational Plans, our branches began holding in-person activities in July. Each club did something a little different, including riding activities, badge work, and demonstrations. All hands-on activities followed strict safety guidelines.

Our Regional Education Committee also stepped up to create work packages that were mailed out to all members in our region. This continued for several months and was well-received by our members.

### 3.6 Saint Lawrence and Ottawa Valley Region

*Report submitted by Angel Mackenzie, SLOV Regional Chair*

Well, what to say about 2020?

Aside from Winter Camp, which was held in early March, all Regional activities were cancelled for the year due to the pandemic. There was an attempt to set up online Quiz, but the attendance and member contribution relative to the amount of work required to set up such an event was largely disappointing.





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Without the ability to predict the duration of the pandemic, we proceeded throughout the year in hopes that we could continue to host branch and regional activities later in the year. As some of our branches are under the jurisdiction of different health units, some branches were able to resume branch activities at various points in the year based on the safety protocols developed by the regional board, and some branches facilitated online learning sessions in place of in-person activities. However, the constantly fluctuations in lockdown and distancing rules, in addition to the rising COVID-19 cases in some areas, made most branch activities impractical or impossible. It was hoped that more online activities could be held, but the time and effort required to plan and run these activities, coupled with surprisingly limited interest from members – presumed to be due to saturation of online learning for students during the pandemic – meant that these activities were also limited. Members did benefit from the posts and articles circulated via the CPC Education Facebook page.

There was some discontent from members and their parents regarding the little perceived value they received from payment of the annual membership fees. Looking ahead to 2021, with the restrictions around the pandemic not expected to be lifted in the short to medium term, SLOV will have to regroup and determine what is realistic to expect for this year in terms of activities, in order to sustain the region and satisfy members.

### 3.7 Western Ontario Region

*Report submitted by Sherry Jackson, WOR Regional Chair*

Membership was at 181 in 12 branches + 2 riding Centre. 143 Youth Members, 16 Horse Masters and 22 Associates.

WOR has three members in National roles:

1. Jacqui Dennis - National Rally Chair
2. Sherry Jackson - National Dressage Chair
3. Sherry Jackson – National Chair for Disciplines

Sherry Jackson is our National Director.

Regional meetings were held monthly throughout the year. Beginning in March those meetings were held virtually via Google Meet.

Our Annual General Meeting was also held virtually. The High Points Club trophy was put on hold for 2020.



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Many thanks to all of our dedicated and hardworking volunteers who stepped up to fill roles and run events (either virtually or in person) to ensure our members continued to have access to all possible opportunities within Pony Club.

We offered a virtual video dressage competition as well as an in-person event.

WOR also hosted the National A test in 2020 and had 1 successful A candidate in Kate Lloyd as well as partial B2 candidates



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## 4 MISCELLANEOUS REPORTS

### 4.1 Membership

*Report submitted by Annette Buis, Interim National Administrator*

#### NATIONAL LEVEL

##### **Membership number overall**

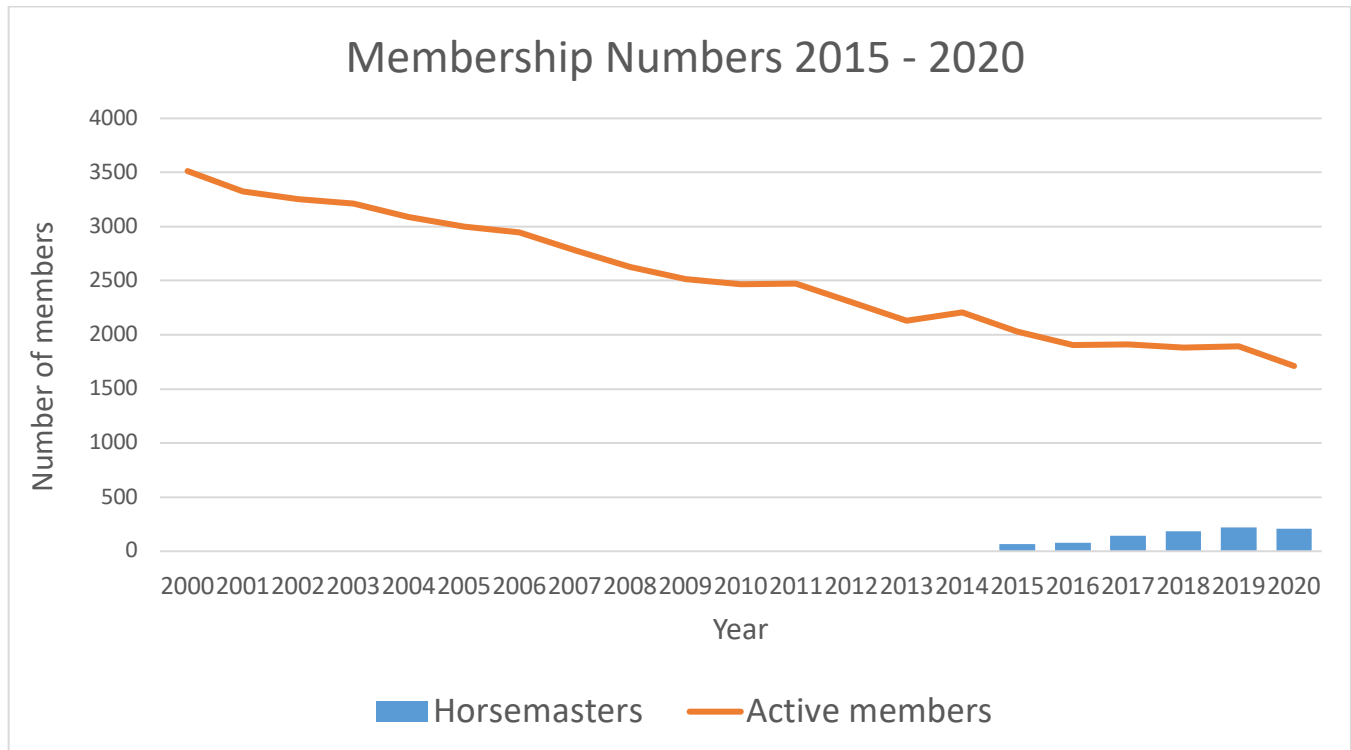
As to be expected the membership numbers for 2020 have gone down, compared to 2019.

I expect this to mostly have been caused by the COVID pandemic. Overall membership numbers were down 10%, but some Regions were hit harder than others.

Nova Scotia and BCIR saw a minimal increase in membership, where NBPEI almost lost 30% and ABN, COR and MB 20% of their membership.

Our decline in membership, although larger in 2020, is part of an ongoing downward trend.

Since 2000 we have lost 2 to 3% of our membership yearly on average. This amounts to a total of a 58% decline compared to our numbers in the year 2000.





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### **Horse master numbers**

The number of Horse Masters has stayed around 200 for the last 3 years, after its introduction in 2015. On average around 10% of our membership consists of Horse Masters. ABN, SK and SLOV have a large percentage of HM - around 20%. MB and NB/PEI don't have any Horse Masters.

### **Member retention**

Another observation I made, while going through our membership, is the large number of new members we get each year. On average over the last 5 years (2020 excluded) we gained 600 new members each year. Given the fact that our membership numbers overall decline each year, we have lost a total of 660 members each and every year on average over the last 5 years.

This leads me to conclude that aside from member acquisition, the CPC should also focus more on member retention.

When looking at the numbers for 2017, 2018 and 2019: The difference between the number of members that achieves a 1-year membership, compared to the number of members that achieves a 2-year membership shows a drop of members of almost 50%. In other words, of the 600 members that join as a new member in each year, 300 drop out after the first year and another 30% or 100 members after the second year of their membership, followed by another 30% drop after the third year.

An exit survey would be a good tool to find some answers to the question why members are leaving.

### REGIONAL LEVEL

Membership numbers in NB/PEI and NS had been increasing over the last 2 to 3 years. In Ontario both SLOV and WOR saw that same trend. Unfortunately, COR saw a very steep decline in 2019.

With the move of the Thompson Country branch from Alberta Central to Alberta South, the number of members in Alberta Central went down by 30% if compared to the numbers of 2019 – from 79 members to 53.

In 2020 the largest hit regions in active member numbers are NB/PEI (down 28%), Central Ontario and ABN (down 20% each).

The Regions least hit are, BCIR and Nova Scotia (gained some members).

Regions that seem to be fairly small are Manitoba (went from 68 to 56 members) and Alberta Central (went to 43 members).

### BRANCH LEVEL

At the branch level we see the same average trends as in the Regions overall - a decline in membership numbers.

There are however differences between the branches, some managed even to gain more members in 2020.



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### 4.2 Information Technology - website

*Report submitted by Sherry Jackson, National webmaster*

#### **Website**

The new web site is very solid and very little changes have been made to it since it's launching. A few minor things were changed around the locking down of the documents and providing a message to the users indicating that the documents were secure and not visible until login.

We continue to work within the design of the web site for any requested changes to ensure the overall look and feel of the site.

We were recently contacted by someone wanting to know who developed our site because they were quite impressed by it. That was nice to hear.

#### **Membership System**

With the launch of the new web site, brought some changes to the look and feel of the membership system and also to the underlying structure that updates the data in the system. We spent a lot of time in 2020 updating any issues found (thanks to Carol MacDonald especially for help here).

We also introduced the Horse masters into our membership system and at the same time added the ability to capture associate members. This require migrating the data but also revising logic around the age, testing levels, etc. as the original membership system was really only tailored to youth.

We setup an email to the National Treasurer each month on the Regional membership numbers so that the administrator does not need to provide this information. This will allow the treasurer to invoice the memberships as often as she would like.

#### **Technology**

We were able to sign up for and register for a free corporate Google G Suite license for nonprofits.

That means that we have access to most Google applications free. This allows us to use Google Drive as our shared repository for documents. Google Calendar for our calendars (CPC, WOR and BCLM use this currently for their web sites).

It also allows use of Google Docs, Google Meet, Google Chat, Google Classroom, etc.

Of particular interest during COVID is Google Meet as it is an online meeting platform (like Zoom or Goto Meeting) and allows up to 100 people per meeting.

We have been providing regions, disciplines and branches access to these tools in order to aid in their online meetings or education or other events.



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2020 Report of Regions and Disciplines

2020

Loyalty

Character

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### 4.3 Royal Agricultural Winter Fair

*Report submitted by Hellaina Rothenburg, RAWF representative*

This year's "virtual pivot" has affected so many aspects of our lives, and of course the longstanding and beloved Royal Agricultural Winter Fair is no exception. The Royal's April Annual General Meeting was delayed until May with hopes of an in-person meeting and ended up being held virtually. The debrief of 2019 was encouraging and anticipation for 2020 remained optimistic. Despite valiant, creative attempts to retain an in-person event, the decision had to be made for this year's Royal to be held virtually.



Members from across the country have been informed (via email to pertinent members of the National committee with a request to share) about the opportunity to take part in this free online event that will offer education, entertainment and inspiration. (I do hope some Pony Clubbers enter the coast-to-coast butter sculpture challenge!)

We will miss our annual trip to the Royal, we will benefit as much as we can with the online content, and we will very much look forward to returning in-person in 2021.







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### 4.4 Youth Reps

*Report submitted by Jessica Van Nostrand, Laurel Gavin and Tyra Lingley, CPC active members*

This year we welcome Tyra Lingley from NB/PEI region as the incoming Active Member East. Laurel Gavin from BCLM (Active Member West) is in the second year of her term and Jessica van Nostrand (past Active Member East 2014-2016) was voted in to complete the remainder of the term for Active Member East (outgoing).

Jessica, Laurel and Tyra were able to attend the Mini Discipline Conference in Toronto held March 6<sup>th</sup>-8<sup>th</sup>. This was unfortunately the only in person meeting of 2020 and we are thankful to have been able to fit it. Mini Disciplines is a very important working meeting for National Discipline Chairs and National Youth Reps. A lot was accomplished throughout the weekend including going over discipline rule books and planning for National Events (which sadly could not go ahead as planned). On the final day, the youth reps met for a couple of hours to discuss how to move forward with our plans including social media presence.

It was decided that each youth rep would be responsible for 2 days of the week to post on social media accounts and each week would alternate days (week 1: Monday, Wednesday, Friday and week 2: Tuesday, Thursday, Saturday). These posts would have a theme for example: Member Monday, Tip Tuesday, What's up Wednesday, Throwback Thursday, Fact Friday and Somewhere Saturday. Unfortunately, we were not able to preschedule posts for all social media accounts (Facebook, Instagram, twitter) so had to remember to post each day. Social media plays an important part of engaging members and it can be challenging to keep up with.

Throughout March, we ran a contest on social media where members posted photos of their CPC socks doing fun and exciting things. Using the hashtag #cpcrockyoursocks, members posted many fun photos of their socks doing extraordinary things. At the end of the month, we did a draw for some Canadian Pony Club swag. Other social media engagements of this kind may be useful to look at in the future. After realizing that this year would look a bit different and have limited to no in person meetings, we ran a zoom meeting May 3<sup>rd</sup> for Regional Youth Reps. This was well received with representation from AB, MB, NS and NB/PEI. It was a chance for Regional Youth Reps to get to know one another as well as the National Youth Reps. We discussed how members were feeling about the year knowing it would look different as well as what resources are available to members. It would be useful to run similar meeting a couple of times a year to help Regional Youth Reps feel like they have a role to play as well as learn how to engage the members in their own regions. One of the goals for this year is to finalize the Branch and Regional Youth Rep Handbook, which was passed down from previous National Youth Reps. Hopefully these documents, will help new Branch and Regional Youth Reps have a better idea of expectations.



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One of the biggest challenges of 2020 was engaging with members of all ages. For younger members not on social media they did not have the same opportunities as older members. If the pandemic is ongoing, we will need to look at how to reach more members.

#### 4.5 CPC store

*Report submitted by Annette Buis, Interim National Administrator*

For the sale of goods such as badges and pins, we have completely moved to the online store, through Shopify. This is an easy way to manage payments and for members to order supplies.

**Gift Items** are slowly turned into a profit, as long as we don't buy too many. The hats have done well and are making money. The socks are slowly moving, although 67 pairs have been given away for Quiz and have been paid out of the CPC Quiz budget.

**Shipping and handling fees** should be recovered through the price of the items sold. In 2019 we made a loss on shipping fees charged and paid for of about 670 dollars.

The changes in shipping and handling fees for 2020 have resulted in a positive result of \$ 58.76, which I believe to be a fair margin. We do not need to make a profit on shipping, but it should not cost us a lot. On average the transaction and handling fees make up about 26% of the order total. This should therefore be the minimal difference between acquisition and sales price. Shipping now takes care of itself through the adjusted fee structure.

Most items are well beyond this margin, but there were a couple of items that are not, most notably books. These will not be sold through the store, instead we will refer to Amazon.

In 2020 a total of \$48.70 was earned through our Amazon Associate link.

Low order totals within a month, make the handling fees and costs for the website weigh heavily on the orders, an average sale of 300-400 dollars is necessary to make a month profitable.

**Order 'event' tickets online.** In 2020 tickets for National Quiz have been offered and paid for through the store. It requires some coordination with the event organizer, but it is an option when looking for a way to have members pay for events. Be aware that the transaction costs for the credit card company will be deducted from the income generated this way.





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## 5 NOTEABLE ACHIEVEMENTS 2020

### 5.1 Branches

**The following branches have been accepted in 2020:**

Heritage Grove	BCLM
Greenwood	NS
Aisling Riding Center	WOR
Cabra Park Riding Center	WOR
London Pony Club	WOR

In 2020 we have cleaned up the list of branches and centers and those that did not have any members on the last 2 or 3 years have all been officially disbanded.

### 25-year Branches

The following branches have been acknowledged for their 25<sup>th</sup> anniversary:

Living Skies	SK
Pembina River	ABN

### 5.2 Award recipients

#### Phil Crowe National Quiz Memorial Award 2020

A/B level – Jessica van Nostrand – NS

A/B level – Kathryn Palmer – ABS

C level – Hailey Cockroft – NS

C level - AnnMarie Miller - COR

Congratulations to all!

### 5.3 “A” members

Congratulations to Sarah Wyssen (WOR) for achieving her HA rating and to Kate Lloyd (WOR) for achieving her full A.