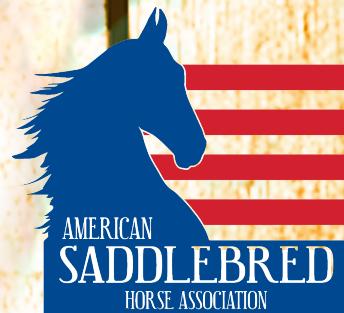


**AMERICAN
SADDLEBRED**

**HORSE SHOW
MANUAL**



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Table of Contents

Introduction	2
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IN THE BEGINNING

The Show Committee	3
Preparing a Budget	3
Appointing a Show Manager	4
Selecting a Show Secretary	4
Selecting Judges and Stewards	5
Choosing a Location	5
Applying for USEF Approval	6
Choosing and Scheduling Classes	7

PRE-SHOW PREPARATION

Staff

Staffing Your Show	8
Contracts and Agreements	8
Veterinarian	8
Farrier	8
Medical Personnel	9
Ringmaster	9
Announcer	9
Assistant Manager	10
Arena Crew	10
Paddock Manager and Gate People	10
Barn Manager	10
Ring Secretary	10
Photographer and Videographer	11
Awards Presenter/Coordinator	11
Publicist/Spokesperson	11
Security Staff	11
Traffic Control Manager	12
Hospitality Committee	12

Duties

Verifying Insurance Coverage	12
Checking Ordinances	12
Recruiting Sponsors	12
Printing	13
The Premium or Prize List	13
Ordering Back Numbers and Judges' Cards	14
Ordering Ribbons, Trophies and Awards	14
Preparing Exhibitor Packets	14
Preparing for Emergencies	14
Preparing the Show Grounds	15

Promotion

Promoting Your Horse Show	15
Press Releases	15
Website	16
Advertising	16
Posters and Flyers	17
Public Service Announcements	17
News Coverage	17

AT THE SHOW

Entry Procedure	18
Classes and Class Procedures	19
Post-Show Follow Up	19
Submitting Show Results and Other Follow Up	19
Evaluation	20

REFERENCES

Contact Information	
USEF Judges' Roster	
Majority Opinion Judging System (MOS)	

INTRODUCTION

The American Saddlebred Horse Association (ASHA) has developed this manual to guide you in planning your horse show. While any organization, club, group or individual may host a horse show with classes for American Saddlebreds, careful planning, with attention to established guidelines and specific regulations, will greatly increase your chances for a successful horse show. Not all topics included in this manual will be applicable to every horse show. However, this manual should provide you with guidelines and practical hints for hosting a successful event.

We strongly suggest that you contact the United States Equestrian Federation (USEF) to receive information about becoming a recognized show. USEF, established in 1917, as the Association of American Horse Shows, has evolved into the organization we know today. The American Saddlebred Horse Association has a long affiliation with USEF, and horse shows recognized by USEF are those at which American Saddlebred Horse Association members most frequently compete. At recognized competitions, USEF rules supersede those of any other governing body. USEF sanctioned shows receive a copy of the current United States Equestrian Federation Rule Book containing the USEF General Rules, Chapter 1-13, and Chapter SB governing the American Saddlebred Horse Division. A complete knowledge of and compliance with these rules is essential. Familiarize yourself with USEF's General Rules and standards, division and class rules and specifications, and USEF Drugs and Medications rules and testing procedures.

USEF can also furnish you with a list of currently approved judges for the division or divisions you plan to offer at your show. Affiliation with USEF is highly desirable and will serve as a vehicle to increase your show's prestige, credibility and appeal to exhibitors and sponsors. Related to record keeping for year-end point awards, USEF has no equal. The United States Equestrian Federation, Inc. can be reached at 4047 Iron Works Parkway, Lexington, KY 40511, telephone (859) 258-2472, fax (859) 231-6662.

If you have any questions about whether your horse show will be a popular attraction, or whether it will have much impact on your local economy, consider the following. According to the last American Horse Council study the horse industry in its varied incarnations has a \$102 billion impact on the U.S. Economy. 4.6 million people participate in some way, and the horse industry supports 1.4 million full-time jobs. From coast to coast, the vast horse industry supports a variety of activities in every area of every state. This country's horse population consists of more than 9.2 million animals; of that, nearly 2.8 million are show horses. For more information about the horse industry in the United States, contact the American Horse Council, 1616 H Street NW, 7th Floor, Washington, DC 20006, telephone (202) 296-4031, fax (202) 296-1970 or visit www.horsecouncil.org.

For answers to any other questions that may arise, you are encouraged to contact the American Saddlebred Horse Association, 4083 Iron Works Parkway, Lexington, KY 40511, phone (859) 259-2742, fax (859) 259-1628, e-mail saddlebred@asha.net.



IN THE BEGINNING

The Show Committee

Appointing a show committee is your first order of business. Ideally, your committee should consist of people knowledgeable about horse shows. Public relations or promotional experience can also be helpful. Your committee members, numbering from three to a dozen, should also be aware that serving on a horse show committee will demand large expenditures of their time and energy.

A show manager, show secretary and representative from the sponsoring club or organization will be your show committee's key personnel. Club members or dependable volunteers to carry out other responsibilities, such as show ring maintenance, and paddock and gate supervision, are also critical. Your show committee is a decision-making body which will meet regularly to plan the event and also evaluate the show after the fact. This committee (and/or designated show manager) will be responsible for a number of tasks which include:

- Choosing and contracting a location for the selected competition dates
- Hiring a show manager
- Hiring a show secretary
- Preparing a written budget
- Preparing contracts for providers
- Securing USEF recognition
- Securing appropriate event insurance coverage
- Soliciting sponsors
- Developing a class schedule
- Preparing a prize list
- Choosing and ordering awards
- Selecting and hiring judges
- Selecting and hiring a USEF steward
- Selecting and hiring an experienced announcer
- Hiring or arranging for an experienced ringmaster
- Arranging food, lodging and transportation for out-of-town show officials
- Contacting and securing an attending veterinarian
- Contacting and securing a farrier
- Contacting and securing medical personnel and standby ambulance service
- Selecting a Safety Coordinator
- Developing the Accident/Disaster Preparedness plan

At first glance this list may seem daunting, but consider tackling your project incrementally. You will soon discover that putting on a horse show is one of the most exciting and rewarding fundraising projects a group can undertake.

You and your show committee will also be delighted to discover the many social aspects surrounding a horse show. These can include not only informal gatherings for show staffers around specific tasks, or a celebratory party for staff and perhaps major sponsors (especially at the close of the event), but also one or two fun-filled parties for exhibitors. Exhibitors' parties can provide high profile exposure for sponsors. Keep in mind that hospitality throughout your show, from coffee and doughnuts available for exhibitors in early-morning classes, to a pre-show party for press (Saddlebred trade publications) and local media, to driving a hospitality golf cart in the stabling area, can become one of your show's most desirable attributes.

Preparing a Budget

If this is your first show and you have no previous budgets for reference, you may wish to contact other clubs and organizations who can furnish you with copies of past horse show budgets. Your county extension agent may also be a useful source of information.



Establishing and abiding by expenditure guidelines are critical to your horse show's financial success. The budget you prepare will guide you in selecting a facility, buying awards, hiring show officials, pre-show publicity, any printing you do, and monitoring other major outlays. If your earnings exceed your expenses at the show's end, your show has been a monetary success. Your budget will also assist you in forecasting spending and allocations for future shows. Comparing several years' budgets and expenses will enable you to monitor trends and set show fees.

You or a show committee member may be able to access a wide variety of user-friendly personal financial software programs that would greatly facilitate creating budgets and keeping track of expenses and receipts.

Appointing a Show Manager

At shows sanctioned by the United States Equestrian Federation, anyone acting as show manager must be an Active Senior Member of USEF (see USEF GR1202). A thorough knowledge of USEF rules is a prime requisite of any person serving in this capacity. The show manager supervises all horse show staff, both volunteers and paid professionals. The show manager is responsible for overseeing the committee in preparing and mailing all premium lists and entry blanks. The manager is also responsible for preparing a show program, if there is to be one. We not only suggest but recommend that the show secretary and other committee members help with these and other labor intensive tasks. A show manager may not serve as judge, steward or technical delegate at his/her own competition, nor can a family member serve as judge, steward or technical delegate at said competition.

While some tasks may be delegated to responsible committee members or suitable volunteers, it is the show manager who enforces all show rules. The manager also ensures the comfort of the horses, exhibitors, spectators and officials and is responsible for maintaining the event's orderly progression. He or she is also responsible for maintaining a clean, well-kept environment. In the case of a class where each entry works individually, rather than as a group, it is the show manager's duty to make sure all obstacles, jumps and other equipment are identical for each participant.



Selecting a Show Secretary

The show secretary does a great deal more than simply processing entries. A good show secretary is invaluable as the person responsible for not only receiving, maintaining and recording entries, but also for verifying exhibitors' and horses' eligibility, verifying show results, and keeping the books. A well-organized show secretary's bookkeeping, filing and money handling skills, not to mention attention to detail, are assets essential to your show operating at a profit. The show secretary should not simultaneously hold the position of show manager or ring master. Depending on your show's size and complexity, a well-trained assistant show secretary familiar with both USEF rules and with the organization sponsoring the show can be a welcome addition.

When a show is successful, horse show committees know that show secretaries deserve much of the credit. Your show secretary's duties will include:

- Working with the show committee to prepare a complete mailing list
- Helping mail premium lists and show entries
- Ordering and issuing exhibitors' back numbers
- Processing all entry blanks and fees
- Posting any required notices
- Inspecting all registration and health certificates
- Inspecting owners', trainers' and exhibitors' USEF membership cards and
 - verifying the card is current
 - verifying all exhibitors' eligibility for classes entered
 - recording USEF membership numbers for results
- Keeping records of each class and each exhibitor
- Recording class scratches and late entries
- Collecting the fee per entry specified by USEF for its Drugs and Medications Program, except where prohibited by law (See USEF Chapter 12, GR1210)
- Ensuring that class numbers and descriptions are the same in the prize list, program and judges' cards

- Verifying after each class that judges' placement cards are signed and contain all required information
- Completing show result forms and submitting them to the appropriate sanctioning bodies. This should include both the USEF and the ASHA.

Accuracy is absolutely necessary. All information must be verified to ensure that show and point records and results maintained by USEF and ASHA are correct. To assist the show secretary, your show committee may wish to establish a procedure for handling monies. This should include a policy for making deposits, paying providers, issuing refunds and handling bad checks or unpaid debts. This policy should be clearly stated in the show's premium list. If your show can afford to do so, it may consider employing a professional service to handle most of these tasks.

Selecting Judges and Stewards

Remember all USEF approved shows must be judged by USEF licensed judges (see USEF Chapter 10). These judges are current USEF members who have undergone rigorous evaluation and training procedures prior to their licensing. Contact USEF or visit their website for a list of current judges in the divisions you will be offering. In addition to hiring a large "R" or "Registered" judge, you may wish to hire one or more small "r" or "recorded" judges; small "r" judges are well qualified, may be less expensive, and will appreciate the judging assignment as they upgrade their credentials to large "R" or "Registered" status. Be sure to identify in your prize list every judge you hire. Provide your judge or judges with appropriate badges and judges' cards containing the exact specifications for each class. You may mention to the judge or judges you hire that a Judging Standards Handbook and video are available.

Your judge or judges are responsible for designing patterns for equitation and horsemanship classes, so make sure you get those patterns from them early enough to be posted for exhibitors at least one hour prior to the class. Some judges will gladly send you their workouts in advance, which give you ample time to make copies before the show. Judges should arrive at the show facility at least 30 minutes before each session begins, and should have no contact with exhibitors, spectators or exhibitors' support personnel.

Select a steward and identify him or her in your prize list as well. Any USEF approved show must have a USEF licensed steward on the grounds. The duties of the USEF steward are outlined in the United States Equestrian Federation Rule Book (see USEF Chapter 10, GR1035). While it is the steward's task to see that USEF rules and regulations are enforced at the show, he or she has no authority in connection with the show's management or the judging. A steward's duty is to report any rule violations or offenses to the show manager, and to prefer charges against violators if the violation is not properly handled by the show manager.

Always hire the most qualified judge and steward you can find. Hiring from outside your region can be helpful in appealing to a greater number of exhibitors. In fact, hiring a judge who lives as far away from your show facility as possible is often a good bet. Once you have selected and contacted your judge/steward, often by phone or e-mail, send him or her the contract to sign, along with a list of classes to be offered at the show. Be sure to give your judge/steward complete information about the show, including dates, location, hotel information, contact persons and (cell) phone numbers for the show manager and show grounds. Confirm your judge's and steward's travel arrangements, expenses and fees. Don't forget to arrange transportation for your hired officials to and from the airport, and to and from the hotel and show facility. Include the expense of their car rental in your budget. Keep in mind that your show officials are committing themselves to work long hours away from their homes. Be considerate by providing them with individual hotel rooms, meals, refreshments, a place to sit when not judging, and plenty of cold drinks in hot weather.

Choosing a Location

Evaluate potential show facilities from an exhibitor's viewpoint, as well as your own. In your experience, which facilities in your area have been the most enjoyable and convenient? Why is that? Groups should choose facilities with ample, convenient water; adequate restrooms; food available on the grounds; working telephones and adequate schooling and exercise areas. Sufficient lighting at sunrise and sunset is essential for the show ring and schooling area. In fact, under USEF rules, horses cannot be required to exhibit unless lighting is provided that assures full and complete visibility. Lighting in the stabling area needs to be adequate as well. Equally critical are the following criteria:

- Is the facility within your budget?
- Is the facility available on the dates you have been assigned?
- Will this facility be adequate for the number of entries you expect?
- Is it easily accessible and centrally located for most of the exhibitors you expect?



- Will this facility accommodate any special events you may have planned, such as a sale or trade show?
- Is there adequate lighting throughout the grounds and in the stabling areas?
- Is there ample parking for exhibitors and spectators as well as for trucks, trailers and horse vans.
- Is there enough stabling, and can the stabling areas handle all weather conditions?
- Is temporary stabling feasible to handle overflow?
- Is there easy exhibitors' access from stalls to wash racks, and from stalls to warm-up areas and the show ring?
- Is there water available in the stabling area?
- Do the warm-up area and arena have adequate footing?
- Does this facility have an efficient public address system? Your broadcast announcements will need to reach stabling areas, too.
- Is there an announcer's stand?
- Is there a room or area you can use as a show office?
- Are there plenty of electrical outlets?
- Are there concession stands, or are contracted caterers needed? If so, be sure to ask facility management which caterers may be used. Sometimes, caterers' contracts with facilities are exclusive.
- Are there permanent, adequate restroom facilities, or will you need to arrange for portable toilets?
- Who is responsible for the show ring maintenance?
- Who is responsible for grounds maintenance, trash cleanup/hauling, and restroom maintenance during your event? Who is responsible when the show ends?
- What are the facility's insurance requirements? Will your group need its own liability insurance policy?

Note: Restroom facilities must be available around the clock for those helpers who stay on the show grounds. This is an aspect often forgotten.

Applying for USEF Approval

In coming up with a tentative date, be sure to consider other shows or events that might compete for your participants' attendance. Shows offering classes similar to yours in surrounding states could reduce your entries, as could certain holidays, school schedules and weather conditions typical in your area for the date or dates you have chosen.

Having your show approved by the United States Equestrian Federation will not be a problem if you have done your homework. USEF Chapter 2 Membership, and USEF Chapter 8, Conduct of Recognized Competitions, outlined in the current USEF Rule Book, will provide you with detailed, specific guidelines about how to apply for recognition of your show, and how to conduct it. Horse shows recognized by USEF enjoy privileges not available to other shows. These include:

- Far greater appeal to exhibitors, who are often competing for recognition, zone or year-end awards
- The protection of approved rules and regulations including Drugs & Medication control
- Assistance from USEF and ASHA committees, office staff and records
- Opportunity to purchase insurance protection not available to most USEF competitions
- Position on USEF's well-publicized schedule of events

All USEF sanctioned shows must apply to USEF (or renew their License Agreement) annually for a date or dates. USEF's approval of the show dates you submit will be based on mileage (distance) from another recognized show being held on that date and how your show is classified. (See USEF Chapter 3, GR301). Be sure to include alternate show dates in your application. If you are planning an annual show, begin with plans for next year's show as soon as this year's ends, starting with your request for a date.

You will need to apply for show dates on the license application form provided by USEF, have it signed by an officer of the group sponsoring the show and submit it with the appropriate fees. You must state in this application that you agree to abide by USEF rules governing the competition. Changing show dates without USEF approval, changing locations, adding or dropping a division, or arbitrarily changing a division's rating without USEF permission, all constitute rules violations. Any change requires that a license modification request be submitted within set time limits. Additional fees may be assessed should you apply for a change of location or show date, or should you apply to change a show name.

No show dates will be assigned to show management which has not paid dues, fees or fines owed the USEF with regard to past recognized competitions. Unless settlement of such indebtedness is made within two weeks of the USEF Secretary's notification by mail, a fine will automatically be added to the amount owed. You may appeal this fine, but only provided a written request giving reasons for the appeal is received with payment of the fine.



Choosing and Scheduling Classes

Before you develop your class schedule, consult the USEF Rule Book for a complete overview of general qualifications, including eligibility, judging criteria, qualifying classes and specifications, championships, division of classes, description of gaits and appointments for in hand, performance, and pleasure classes for the divisions your show will be offering (See USEF Chapter SB for the Saddlebred division). **Caution:** Keep up with any rule changes that may be passed after the Rule Book is published.

You will discover a variety of in-hand three gaited, five gaited, fine harness, park, pleasure and country pleasure under saddle and driving, Western & Hunter classes for this versatile breed, as well as a number of popular payback classes. These programs currently offer substantial prize money each year. These include the ASHA Sweepstakes and Futurities, and state and local futurity programs for eligible young horses that have been nominated by their owners. Futurities are popular prize programs for young horses that award purses comprised of fees paid by participants over a period of time. Several states, some Canadian provinces, and some additional national organizations currently feature Saddlebred futurities. You may wish to offer classes for one or more of these popular payback programs. Contact ASHA for complete details.

The American Saddlebred Horse Division also includes halter classes, youth showmanship in hand, parade, and many saddle and driving classes for Golden Saddlebreds and Saddlebred-type ponies. Other exciting specialty Saddlebred classes can include Model, Side Saddle, Antique Carriage with Period Costume and Roadster. Classes for Hunters, Jumpers, Dressage, etc. may also be offered and shown under AHSA rules for those particular divisions. Exhibitors in specialty classes generally tend to be familiar with the rules and the appointments those events require, but as you are selecting classes, be sure that any specialty equipment is available. Talk to other clubs in your region who have previously managed horse shows and to potential exhibitors to get an idea of which classes are popular.

Timing of a show schedule depends on the number of classes offered and the number of entries expected. Keep in mind that USEF has strict rules regarding the timing and scheduling of classes. A show may not hold classes for more than 16 hours out of any 24-hour period, starting from the beginning of the first class to the finish of the last class, including intermissions. No class may be started after midnight. There must be a recess of at least eight hours between the finish of the last class of an evening performance and the first class of a morning performance the following day. Try to discuss scheduling classes with other individuals who have managed successful horse shows. Exchanges of ideas may save valuable time during the show and may help you avoid common pitfalls. One all-too-familiar pitfall for inexperienced show managers and show committees is scheduling too many events in one day! Be sure to include time for your ring crew to work the footing in the arena, time for obstacle, equipment and tack changes, time for lunch, dinner and your judge's and ringmaster's occasional restroom visits. Try not to schedule back-to-back events that may create enormous stress or exhaustion for both exhibitors and horses. During the show, keep careful records of how the schedule worked, which classes did not flow well back-to-back, and any logistics that may have created delays. This will help you plan your next horse show more efficiently.



PRE-SHOW PREPARATION

Staffing Your Show

Recruiting show staff is a key responsibility for the show committee and show manager. Keep in mind that the quality of the staff will not only impact your show's financial success, but will stay in the minds of the exhibitors for a long time. Your show's budget and size will largely determine whether you rely on volunteers, hire professionals or use a combination of both.

Smaller shows often rely on volunteers to fill show staff positions. Knowledgeable volunteers are an important part of most successful shows. In the majority of cases, however, your show will run more smoothly if you recruit experienced professionals in key positions such as announcer, ringmaster, paddock master and secretary. Few things can be more demoralizing for a judge and exhibitors than an inexperienced or incompetent ringmaster or announcer.

Most Saddlebred shows recruit a mixed staff of volunteers, professionals and providers. No matter which staffing options your group chooses, keep in mind that shows are often ruined when too few people take on too many jobs. Plan for back-up support in critical areas. The optimum formula for success seems to be a workload evenly distributed among volunteers and professionals best suited to those tasks to which they are assigned. This way, each aspect of your show gets the attention it deserves, and staff "burnout" is less likely to occur.

Depending on the kind of club or organization putting on the show, potential volunteers may not be plentiful. One alternative may be to then recruit a local scout troop, 4-H club or another group in exchange for a donation to their organization. If your show is to benefit a charity, volunteer help from advocates, activists or family members of that charity's recipients may be available. As long as a knowledgeable individual supervises volunteers, options like these can work very well.



Contracts and Agreements

Whether you hire a professional, recruit a volunteer or contract with a supplier or provider, a signed, written agreement can often prevent misunderstandings and unfulfilled expectations. A simple statement outlining what you expect that employee or contractor to do is adequate. Mail two copies of the agreement: one for the individual to keep, and one to sign and return to you. Signed agreements with an experienced announcer and ringmaster, whether paid or volunteer, are always a good idea, and you should put in writing when you expect employees and volunteers to arrive at the show grounds, and what their general duties include. Because a smooth-running, well-organized, successful horse show is your objective, the importance of communication and attention to detail cannot be overstated.

Veterinarian

The official veterinarian will assist show management in all matters pertaining to the health and welfare of the animals in the show (see USEF Chapter 12, GR1204). Make arrangements with a local equine practitioner to be available during the event, but remember a veterinarian may not officiate at any show in which he or a family member is an exhibitor. The attending veterinarian must remain on duty on the show grounds during the hours of showing, and must be prepared to handle all duties in the ring or on the grounds. For shows with fewer than 200 entries, (See USEF Chapter 12 GR1211). You may arrange for a veterinarian to be on call during the hours of showing versus being on the grounds. Post the attending or on call vet's location clearly in the show office and stabling area. Your show manager, barn manager and announcer should also have that information. Your official veterinarian's name and on call number should appear in your prize list and show program.

The official veterinarian may be called on by the judge for a decision regarding the serviceable soundness of a horse or to act as a consultant regarding structural faults, defects and blemishes in areas which might impair a horse's activity and durability. Official veterinarians should be familiar with the USEF Drugs and Medications Rule. This information may be obtained by calling (800) 633-2472. The American Association of Equine Practitioners also has an excellent booklet for horse show veterinarians. You may reach the AAEP at (859) 233-0147.

Farrier

Arrange for an experienced horse shoer familiar with shoeing American Saddlebreds to be on site. He or she should be available as soon as the horses are allowed on the grounds and for the duration of the show. Clearly post the farrier's location in your show office, stabling area and announcer's stand. Check with respected American Saddlebred trainers in your area for suggestions about which farriers to contact. Your official farrier's name should also appear in your prize list and show program.

Medical Personnel

Qualified medical personnel with no other duties and appropriate medical equipment must be present during all scheduled performances. (See Chapter 12, GR1211). A club member who is a physician, nurse, or currently certified emergency medical technician, or paramedic may agree to volunteer for this job. In any case, all costs incurred by this medical professional's services should be borne by show management. This individual and the area where he or she is readily available must be identified. USEF recognized competitions must arrange to have an ambulance on the grounds or on call. A fine of \$750 per day will be imposed if you fail to comply with this rule. Include the telephone number of the ambulance service in your exhibitors' packets and premium list, and post it prominently in the office, by the telephone and on your information board. This information board, ideally right outside your show or stabling office, should also display routes to nearby area hospitals and telephone numbers for all emergency services - police, fire, ambulance and veterinary.

All competitions must have in place an accident preparedness plan and must appoint a Safety Coordinator. (USEF Chapter 12, GR 1211)

Ringmaster

Ringmasters are in charge of the activity within the show ring or arena and should be capable and experienced, as well as familiar with USEF rules and regulations. An alert, competent ringmaster makes the judge's job much easier by relieving him or her of unnecessary, often time-consuming details.

Most of all, the ringmaster's primary function is to ensure, as nearly as possible, exhibitors' and horses' safe conduct in the show ring, and to keep classes moving at a steady pace. The ringmaster moves and places horses as the judge requests and serves as liaison between the judge and exhibitors. The ringmaster has the authority, at the judge's direction, to ask an exhibitor to remove a horse from the ring for the safety of other horses, exhibitors or spectators. Similarly, a ringmaster may be asked by the judge to excuse from the ring an exhibitor who displays unsportsmanlike conduct.

Ideally armed with a radio, the ringmaster communicates commands and gait changes to the announcer, assists with the lineup of entrants at each class's end, and supervises the presentation of awards and class placings.

At no time may a ringmaster try to affect or interfere with the judging procedure. The ringmaster must enforce USEF rules governing show ring conduct and should, at all times, refrain from discussing – or even appearing to discuss – horses or exhibitors with the judges. It is a ring master's foremost responsibility to keep the potential for accidents at a minimum. Clearly, selecting an individual for this stressful, demanding role should be given considerable thought and attention.

Announcer

The announcer's primary task is to keep exhibitors informed of the class in progress and which class follows. Announcers must be familiar with horse show procedures and must remain alert to the action in the arena. It is they who tell exhibitors what to do moment by moment, and they who keep exhibitors and spectators alike apprised of upcoming events and of any changes in the published schedule. A good announcer has a clear, articulate, friendly, easily understood style, which provides exhibitors with a pleasant atmosphere for competition and gives spectators additional information and explanations about classes and horses. Many of the best horse show announcers sprinkle their announcements with information about what the judges are evaluating and colorful historical facts about the breed, class or discipline being exhibited.

During performance classes in which entrants work individually, the announcer will call out exhibitors' back numbers as they enter the ring, and call out the back numbers of the rider "on deck" or next to perform. In very rare and special instances (a World's Grand Championship class, for example), the announcer identifies each exhibitor, horse and owner over the P.A. system before class placings are announced. Announcers must never comment on horses or people, and must never allow their commentary to stray from the subject of the show or class in progress.



Photo by Allison Lambert

Assistant Manager

Your assistant manager will bear the primary responsibility for obtaining, handling and keeping track of any needed equipment, delivering it to the grounds, managing it during the show, removing it from the grounds, and returning it to the suppliers following the show. Depending on your show's size and complexity, this can be a major or minor role. Previous horse show experience, or familiarity with horse show routine, is desirable. To fulfill his or her responsibilities, your assistant manager should be furnished with a complete, carefully prepared written list of the equipment needed. This list might include, for example:

- Jumps, obstacles, marking dust, measuring devices and timers
- Standard carpenter's tools, including a hammer, nails, screwdrivers, rope, wire and wire cutters
- Equipment for ground preparation, which may include a tractor, a disc, a harrow for arena work, watering truck and pickups for hauling obstacles
- Trash containers and portable toilets
- Tables and chairs for your show secretary and announcer
- Soft drink cooler and chairs in center ring for your judges
- Sound system, if your facility does not have one, and radios for your ringmaster, paddock manager, show manager, assistant show manager and steward



The assistant manager should have a written agreement designating when equipment will be delivered to the show grounds; who is responsible for the equipment while it is on the show grounds; when the equipment will be removed from the show grounds; and what the cost will be.

Arena Crew

A show's assistant manager usually supervises the arena crew so again, some familiarity with horse shows is almost a "must." In addition to setting up equipment, ring crew members will drive the tractor with harrow, as needed, to condition the arena footing, and will drive the water truck to minimize dust.

Paddock Manager and Gate People

In most cases, the paddock manager is in contact with center ring. The gate person's chief duty is to control traffic, thus avoiding confusion among exhibitors. The paddock manager and gate person(s) supervise those exhibitors and animals who enter the arena, both before and during their classes, and are responsible for getting the right people and horses into the arena at the right time. You may find it helpful to post signs at the "in" and "out" gates to direct exhibitors. For each class, your paddock manager will also be responsible for informing the show secretary of any no-shows or of horses entering the arena who are not listed on the class sheet.

Barn Manager

This important job calls for an experienced, well-organized individual familiar with horse care, feeding and housing. Firstly, the barn manager and show manager will be responsible for assigning stalls. This is done before the show, if stall reservations have been taken, or as exhibitors arrive. Providing any needed assistance, repairs or changes is often ongoing throughout the course of the show. Other barn manager's jobs are ordering and distributing bedding, posting a stall chart in several easily accessible areas, and ensuring the availability of adequate fresh water. Diplomatic skills and inexhaustible patience are also pluses for someone in this demanding role, as they may have to deal with minor disputes and police the stabling areas from time to time to maintain a safe, clean "back stage" environment.

Ring Secretary

The ring secretary plays an important part in keeping your show running smoothly and in the planning of future shows. The ring secretary keeps the announcer, paddock master and horse show office informed of the action occurring in the ring during class sessions. He or she records when classes start and end; time-outs and which exhibitors are charged with them; which horses were excused and when; and converts the judge's card into placings for the announcer to read. At the end of the show, the ring secretary's information becomes invaluable as the show committee evaluates the show's success and considers any possible changes for the next year.

Photographer and Videographer

As soon as you have a show date confirmed, select a show photographer and a horse show video provider. Compare several show photographers' and videographers' work, fees, services, and references before you make your choice, keeping in mind that if exhibitors are unhappy with either, they will generally bring their complaints to the show management. Be sure to select professionals experienced or very familiar with photographing and videotaping American Saddlebreds, and include their names in your prize list. Competent, experienced horse show photographers and video providers can be tremendous assets, but an incompetent, inexperienced or unprofessional photographer or videographer can be a liability.

Locate your visual providers conveniently near the arena, in an area where their setups will not interfere with the flow of traffic. Ideally, your videographer will set up above and outside the show ring to get a more panoramic vista. Most of your photographer's time will be spent in the ring. Each provider should have an assistant at his or her booth to assist exhibitors who wish to order photos or tapes. You will want your photographer to take action and first place award photos for each class, winners in championship classes, any additional special presentations, and a group photo of the show committee, including judges, ringmasters and stewards. If your show committee wishes to use certain photos to promote next year's show, arrange those shots and prices with the photographer prior to the show. Both will also be shooting, at their discretion, victory passes and individual horses performing on the rail to sell to exhibitors.



Awards Presenter/Coordinator

Awards are an important element of your event, no matter how small the show may be. The show committee will already have ordered ribbons and trophies. USEF, ASHA or another group or club can help you find a reputable awards supplier whose prices are competitive. Often, suppliers can organize and box the ribbons according to your class schedule. Designate a responsible individual to organize the awards by class and present the ribbons and awards. This awards coordinator can also assist any class sponsors or special guests who wish to present awards. With safety always a prime consideration, your awards coordinator, with support from the show manager, should discourage any aspects of an awards presentation that might alarm the horses or exhibitors. At the end of each session and at the show's end, this person is responsible for the unused ribbons or trophies, packaging them in their original shipping boxes, labeling and returning them to the show manager, secretary or awards company.

Publicist/Spokesperson

Informing the appropriate segment of the horse showing public is essential to your show's success. Good publicity and media coverage require planning and timing. Appoint a publicist or spokesperson to promote and publicize the show, beginning well in advance of the show date. Strong communications skills, imagination and initiative are as important here as extensive experience. Your public relations person will need to develop a promotional plan that includes press releases, advertising, public service announcements and media coverage, all based on your show's budget. This person should work closely with industry media. While print and display advertising can be expensive, a savvy public relations person can often arrange free or low cost newspaper, magazine, radio or television exposure based on unique aspects of your show, the charity or project it benefits. Sometimes a newsworthy or colorful exhibitor, volunteer or show committee member can be just the ticket to attracting media interest.

Security Staff

Your insurance company and city or county ordinances may require that your show have security or police protection—a good idea in any case. Exhibitors appreciate 24-hour security. Because many incidents take place during odd or late-night hours, hire someone to check barns and stabling and watch horses throughout the night. Hire your security staff well in advance of the show. Irrespective of your insurance company's requirements, be sure the security company you hire is bonded, and check references before hiring them.

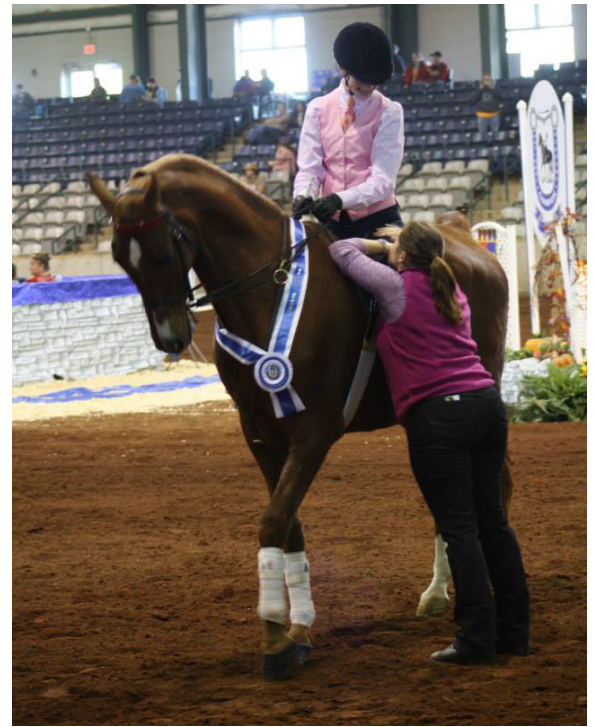
Traffic Control Manager

Assign someone on your show committee or staff to be responsible for ensuring that vehicle traffic on the show grounds runs smoothly. Post legible signs and arrows to direct horse vans, trucks, trailers and automobiles to parking and loading/unloading areas. If possible, providing separate parking for spectators and exhibitors will minimize confusion and reduce opportunities for accidents and mishaps.

Hospitality Committee

Hospitality chairpersons are usually given an assortment of tasks that will help foster goodwill and community involvement. These may include:

- Sending invitations to special guests
- Meeting judges on their arrival
- Greeting exhibitors and spectators
- Providing refreshments to judges and stewards
- Running errands for the show secretary and staff
- Writing thank-you notes to donors of goods and services
- Escorting special guests and awards presenters
- Arranging for and setting up early morning coffee and donuts or water and snacks for exhibitors



Verifying Insurance Coverage

Adequate insurance coverage is an absolute necessity. Any event that is open to the general public requires liability insurance. You will want to contact a local insurance agent to discuss your event's particular circumstances. Secure proof of insurance for each day of the competition (including move-in and move-out days) with minimum combined limits of \$1,000,000 third party general liability insurance, and/or \$50,000 on equipment and property. If your show is USEF approved, proof of this insurance must be in their office at least thirty days before the start of the show. If you fail to provide proof of such coverage (or coverage to the extent provided by local law), your show will automatically be enrolled in the Equisure policy for competitions. You will then be invoiced the prevailing premium for such insurance as well as a fine from USEF (see USEF Chapter 3, GR309).

Checking Ordinances

The show manager and show committee are responsible for following any city, county or state ordinances which may apply to horse shows. Be sure to check:

- Noise ordinances (outdoor loud speakers, etc.)
- Lights (do overhead lights need to be off at a certain time)
- Mandatory fees or licenses
- Any ordinances related to camper and trailer parking
- Fire codes and restrictions
- Dog leash laws
- Alcohol prohibition laws

It makes good sense to find out what ordinances affect your show well in advance of the event, because you **MUST** comply with these laws.

Recruiting Sponsors

Sponsor support can make the difference between whether your show makes a profit or takes a loss. Sponsors can significantly reduce expenses by donating needed services or providing them at reduced fees. Sponsors can also increase your show's revenues by donating attractive prizes, which will draw more exhibitors. Begin talking to prospective sponsors well in advance of your event, stressing the value and benefits of your show, its financial impact on the community and your show's charity or beneficiary of choice.

Offer sponsors display advertising space in your premium or prize list and show program. Many shows successfully package various levels of sponsorship. At the discretion of show management, sponsors may also pay for advertising flyers or literature in exhibitors' packets, banners along the arena, exhibit space, announcements during show intermissions, and awards presentation opportunities. You may wish to hold a reception (preferably funded by yet another sponsor!) for your sponsors and their staffs to provide additional visibility and a sense of involvement with the show. The more sponsors your show has, the more viable it becomes.

Printing

Your printing needs will depend on your show's size and scope, and may range from minimal to quite extensive. You may want to consider soliciting a printer's services as a show sponsor. Small businesses are often interested in generating goodwill from their involvement, and may respond favorably. Whether you approach a quick-print shop or a larger printer with more extensive capabilities, you may be able to defray printing costs by suggesting reduced-fee or free printing services in exchange for publicity during the show. Similarly, a relationship with an advertising agency or graphic design firm can be useful. Selling display advertising to local businesses and horse-related providers who expect to be at the show is another way to defray printing costs and sometimes even add to your show's revenues. Your printing needs may include:

- Prize or premium lists
- Entry forms for recording the following information
 - Horse's name and registration number
 - Horse's age, sex, color and height
 - Owner's name and complete address
 - Exhibitor's name
 - Owner, trainer and exhibitor USEF and ASHA membership numbers
 - Signatures of owner, trainer and exhibitor
 - Classes entered
 - USEF RELEASE, if show is USEF approved (USEF Chapter 9, GR908)
- Futurity entry forms
- High point entry forms (if applicable)
- Various items to be included in each exhibitor's entry packet
- Judges' cards
- Advertising posters, flyers and show schedules
- Show programs
- Signs, banners and notices
- Stall reservation forms
- Evaluation/suggestion forms for exhibitors and show staff



The Premium or Prize List

This item is the most important piece you will print because it is the primary vehicle by which you will be promoting your event. You may want to examine premium lists from other, older successful horse shows to get the essence of their purpose. Remember you only have one chance to make a first impression. Your premium list should include:

- Name of the show
- Show dates and starting time(s)
- Show's exact location and directions
- Closing date for entries
- Entry forms (usually separate, but folded and included)
- Entry fees and late entry fees, if any
- Names of judges for each division
- Schedule of classes in the order to be held
- List of show officials and staff with contact information
- Stall availability, price and reservation information
- Names and telephone numbers of nearby hotels and/or motels offering competitive or reduced horse show rates
- Health requirements (these may vary depending on the location of your show)
- Type of footing in warm-up area and arena
- Dimensions of arena
- Judging system being used
- Prize monies and awards, if offered
- Special awards (optional, but they add to your show's prestige and appeal)
- Show sponsors (individual class sponsors will be listed in your show program)
- Arrival date and time
- Telephone number before and during the show

- Name of benefiting charity
- Any special events such as parties, games, etc.

Note: USEF approved shows, see Chapter 9 for specific guidelines.

Your premium or prize list should be as attractive as possible because it will be your primary means of advertising your show. If you have club members with advertising, publishing or professional graphic design experience, you may want to recruit them and their talents and time to optimize your prize list's appearance and effectiveness. A professional look will definitely make your printed materials more visually appealing, while instilling confidence in exhibitors about the quality of your horse show. The show secretary and show committee will be responsible for mailing the premium list to all past exhibitors, club members, horse-related businesses likely to attend, as well as all judges, stewards, and any organizations, like the American Saddlebred Horse Association. If USEF will be sanctioning your show, make certain they receive your prize list at least thirty days before the start of the show. Be sure to update your mailing list on a continuing basis. You may even want to appoint a responsible, detail-oriented show staff member to keep your mailing list updated.

If your show will be mailing a large quantity of prize lists, engaging a direct mailing service may be cost effective. If so, be sure the prize list is designed and printed to allow automatic addressing.

Ordering Back Numbers and Judges' Cards

Feed companies and ribbon suppliers will often provide back numbers and cards which may be used as official judges' cards. Contact your local feed distributors or ribbon company to see if these items are available.

Ordering Ribbons, Trophies, and Awards

After your show committee has decided what kind of ribbons, awards and trophies it prefers to give, order those items as early as possible. Special orders can take up to six weeks or more to complete, and may take even longer during peak (summer) season. Also, in the event of errors or an order filled incorrectly, early ordering will give you time to correct any mistakes. Designate one person to be responsible for receiving these awards, checking to see that the order is correct and complete, and organizing these items in preparation for smoothly-run awards presentations during the show.

Preparing Exhibitor Packets

Be sure to prepare your exhibitor packets well in advance of the show. Whether you have a great deal of material to distribute, or only a few pieces, you will congratulate yourself if you get these packets in order well ahead of time. Packets should include exhibitor back numbers, notices of any schedule changes, information on show parties or other functions, local highlights, and veterinary, farrier and emergency services available in your area, as well as any literature your sponsors have paid to have included. If you have selected dates for your next show, this packet is an excellent opportunity to inform your exhibitors.

Preparing for Emergencies

Every well-managed horse show prepares for emergencies before they happen. You will want to develop emergency plans for the death, illness or serious injury of horses or exhibitors, for theft, and for inclement weather. For a show held outdoors, a hailstorm during a fine harness class can create quite a stir. In the unlikely event that any of the foregoing should occur, your show committee will forever congratulate itself for having had emergency plans.

Review emergency procedures and Accident/Disaster Preparedness Plan with your staff during a pre-show meeting so that each member knows exactly what to do in each instance. Throughout the show, your staff should conduct themselves in a calm, orderly fashion, setting a good example for spectators and exhibitors by observing rules and safety practices. Make sure everyone, exhibitors and staff alike, knows where to go for emergency assistance.

Every show should prepare a plan of action in the event of suspected cruelty to an animal, as well as protests and demonstrations by animal rights activists. The United States Equestrian Federation mission statement features protecting horses by inspecting and testing to deter the use of forbidden drugs and other inhumane practices. You will also want to designate a staff member to be responsible for coordinating responses and making timely, appropriate response to any situation which may arise. Instruct your show staff to immediately alert that individual if they observe, suspect or receive a complaint about animal abuse. If a demonstration by animal rights activists is suspected or in progress, do not confront or physically interfere with demonstrators. Contact your designated staff person to deal immediately with the situation.



Preparing the Show Grounds

For Saddlebred performance classes, arena footing is an extremely important consideration. Ideally, you will have the services of an experienced horse show manager or arena crew manager familiar with footing appropriate for Saddlebred performance horses. Your managers may wish to get input and advice from one or more successful American Saddlebred trainers about which footing would be the most suitable and easily maintained for your show. Be aware that bringing in several truckloads of tanbark, wood shavings, or a combination thereof will be an additional but very necessary expense. You will wish to condition your arena footing not only before each session commences, but before each driving class of any kind. Creating the proverbial “level playing field” will make for happier exhibitors, and maximize each entry’s opportunity for a safe, peak performance.

The amount of other preparation needed will vary from facility to facility. Check with the facility’s management regarding how much preparation is provided, and how much is up to you. Tasks you may need to complete before the show begins include:

- Designate a lunging and warm-up area for performance horses.
- Each show ring must have a sufficient area for schooling horses.
- Set up or check existing lighting. Adequate lighting is a must for evening showing and schooling.
- Hang banners, signs and any official notices.
- Set up show office, announcer’s booth, center ring judges’ area and connect telephones.

Put up your show’s official information board. Include emergency contact information, any class schedule changes, patterns, notices, a stall chart, announcements, maps and services - police, fire, ambulance, veterinary and farrier. Have a table near the show office to hold ASHA literature and a brochure rack for sponsors’ or area ASB clubs’ promotional materials aimed at spectators and exhibitors are thoughtful touches. Ask your announcer to repeat regularly the location of the official information board.

Whether your show is indoors or outdoors, you will need to appoint an experienced person to be responsible for keeping the footing in the show ring in optimum condition. A tractor with equipment appropriate for dragging the ring and a water truck are essential, as are persons to operate these pieces of equipment.

Depending on your facility’s physical setup, you will in all likelihood want to have a judges’ stand in center ring for your judges’ and stewards’ comfort between classes. Depending on the facilities’ arrangement, you may want to put your announcer and disk jockey or organist in center ring as well. Your judges’ stand may be as elaborate as an open-sided canvas tent or gazebo-like structure surrounded by decorative evergreen shrubs and potted flowers, with several folding tables and comfortable chairs inside. If your budget is limited, a few folding chairs, a small table, a cooler filled with ice, juice and cold soft drinks, and four potted shrubs to set off the area from the rest of the show ring will suffice.

Promoting Your Horse Show

Attracting potential exhibitors to your show, as well as promoting your event to the general public, are the objectives of any promotional efforts you may undertake. While most horse shows do not have a big advertising budget, there are many ways to reach the media and promote your event, even on a limited budget.

Press Releases

This is an excellent way to begin promoting your show well in advance. Press releases should be interesting, succinctly written and cover all the facts, as well as any other newsworthy related facts that would interest readers. In addition to stating who, what, when, where, and why, your press releases should emphasize anything unusual about your event, as well as any special events (trade show, sale, exhibition, parade or social activities).

A few months before your event, send press releases to the editors of area newspapers, local and regional clubs’ newsletters, and both regional and national breed publications. For maximum effectiveness, you will want to send another batch of press releases reminding editors and their readership of your upcoming show just before it occurs. When your show is over, a third, timely press release covering show results is an important follow-up step.



Website

Developing and maintaining an Internet site and/or Facebook page may be one of your show's most cost-effective advertising investments. Use the site to provide:

- Date, location and starting times
- Class list
- Prize list information
- Photographs
- Sponsor publicity and links
- Vendor publicity and links
- Beneficiary information
- Entry and sponsorship forms
- History of special trophies and awards, including recipients
- Area attractions
- Email address to show committee for feedback comments
- Breed organization links
- Results of classes

Newspapers are more apt to provide daily coverage of your show if they can copy and paste class information and results from your website. Promote the site to media, sponsors, attendees and the equine community as a source of accurate and timely information about your show and the breed(s) being exhibited.

Advertising

Few shows can afford major advertising campaigns, but with creative thinking, planning well in advance, and imaginative ways to stretch your advertising dollar, you will be surprised and delighted by how much you can accomplish. Begin planning your advertising strategy well ahead of time, keeping in mind that advertising deadlines will have to be met. You may have a staff or club member with advertising and design experience you can recruit to design display ads and generate camera ready ad materials. With minor modifications, this display ad can be used in national and regional breed publications, local newspapers, and even as a direct mail piece to your exhibitors. You may be able to trade sponsorships to these publications in exchange for free or discounted advertising space. Most Saddlebred publications feature calendars of events in which your show can be included for free. You may be able to advertise your show for free in various club newsletters in your region. Check with the ASHA for contact persons in these regional clubs.

Consider running an inexpensive classified ad for your show in the "Horses for Sale" section of your area's largest, most widely circulated newspapers. While expensive display ads in every Saddlebred magazine may not make sense for a small local show, American Saddlebred eZine (or printed magazine), published by the American Saddlebred Horse Association, and available on line, reaches the widest readership of any Saddlebred publication. A display ad therein may be surprisingly affordable, and may be a cost-effective tool for reaching active horse show participants.

Depending on the size of your show and the size of your community, local television coverage of the event itself may be possible. You or a designated publicity and advertising spokesperson will initially want to contact your local television stations well in advance, and should follow up accordingly to arrange any on-camera interviews and other television coverage. Your show's charity or colorful newsworthiness may get you free exposure. If not, you may be able to trade sponsorships for television coverage. Radio coverage is another alternative. If you buy radio time, consider the frequency and timing of your ads. Keep in mind that the key to successful radio advertising is repetition, and that your highest exposure on radio comes when people are driving to and from work. Here too, you may be able to trade sponsorships for radio time. Contact several television and radio stations to spread your advertising exposure over several venues.



Posters and Flyers

Attractive posters displayed at horse shows held earlier in the season, at area tack and feed stores, and distributed at local and regional horse club gatherings provide good exposure. Be sure to ask permission to display your posters, and check with your local and regional clubs before distributing posters and flyers advertising your show. Investigate the possibility of including a colorful single page flyer promoting your event tucked into club newsletter mailings. This could be an inexpensive option, as your single page will not add to a newsletter's postage costs. Consider having your one page flyer quick-printed on bright colored paper for added eye appeal.

Public Service Announcements

Even if you have little or no money to spend for radio or television advertising, you can still reach your target audience with public service announcements. You will have no control over the times and placements of their appearance on the air but public service announcements are free. Most cable and local television providers and radio stations have listings of upcoming events. Keep your public service announcements simple, clear and concise: what, when, where, why, and who.

Prepare 15, 30 and 60-second announcements and distribute copies to your local radio and television stations at least one month prior to the event. Hand delivering these public service announcements and briefly discussing your event and purpose with each program director are the best strategies. If you or an effective staff member cannot hand deliver these public service announcements, be sure to include a short-and-sweet cover letter explaining why it is important for this station to air the announcement to benefit its viewers or listeners.

News Coverage

Because advertising and advance publicity for your show are not only desirable, but can be very expensive, you and your staff must treat the media with special courtesy and consideration. Many events will compete with your horse show for coverage, so it is important that all forms of the media - print, radio and television - receive equal consideration and respect. Horse shows often do not generate the same audience interest as, say, college basketball or football, so it will be up to you and your committee and staff to generate interest in your show. Look for hard news, or some exciting, unusual element to feature, and then sell that idea to the media. If you have an advertising and publicity-savvy volunteer or staff member who can approach and deal with the media, so much the better.

Talk to as many news and program directors and editors as you can. The more they hear about your show, the more likely they will be to give you coverage. Be sure to provide them with a schedule of the show, and a list of newsworthy people and events. Include a list of events that should offer good photo opportunities. You may also wish to include a short list of interesting, colorful or informative interview possibilities.

Find ways to involve media representatives at the show. Offer them designated seating. See if they would like to award a trophy or ribbons, take a riding lesson, or participate in a judging challenge. The more involved they become, the easier it is to attract their attention next year. If your publicity efforts attract the media's attention, you too may be contacted for an interview. If possible, discuss the length and topics of your interview with your interviewer and prepare your answers in advance. Keep it simple. The public in general knows little about horses, and time will be of the essence. Remember to relax, and speak clearly and naturally.

Our show's financial aspects may be of great interest to the media. In addition to the \$102 billion the horse industry contributes annually to the U.S. Economy, your show's monetary impact on the community in terms of dollars generated for the local economy should also be stressed. This focus also allows your show to fall into the "hard news" category. Interesting people associated with your show will create media. For example, an exhibitor may have overcome a personal handicap to show a horse, may have tremendous accomplishments or may be high profile in another area of life. Movie and television stars, professional athletes or local participants may be very newsworthy. A volunteer, senior citizen or accomplished amateur or youth exhibitor may turn media heads.

Once you have an angle and people to interview, help prepare those people to be spotlighted for their interviews. Be sure to get them to their interviews on time. Local publications, radio and television may be more interested in your horse show than major network affiliates. Be sure you follow up afterward by providing each with a copy of your show results. Country music, farm and ranch, and local news radio stations may be interested in interviews for their morning commute listeners. These interviews can be fun for your interviewees, and will help reach a wider audience.

Many television and radio stations have local talk shows that are always looking for interesting guests. One of your exhibitors, show committee members or an equine professional in attendance may be just the colorful character they are looking for!



AT THE SHOW

Entry Procedure

For larger shows, entries are often mailed in well in advance of the show, in accordance with a closing date for acceptance of entries that was clearly indicated in your premium or prize list. Smaller shows generally accept post entries the day the show opens, with parameters based on the show schedule. Whether entries were mailed in prior to the closing dead line or your show accepts post entries, all exhibitors must complete an entry form for every horse or class they intend to enter. Requirements for entry forms used by all USEF recognized competitions are spelled out in the USEF General Rules, Chapter 9. Rules for the submission of entries, with which show management and all exhibitors should familiarize themselves, are also spelled out in Chapter 9.

Exhibitors should write legibly so that their names are not misspelled or mispronounced. They must list each animal's name and registration number as it appears on the registration certificate. Exhibitors are responsible for entering their horses in the correct class(es), and for signing the completed form. When an exhibitor submits an entry form, the show secretary is responsible for making sure the release is signed appropriately, and for:

- Processing all entry blanks
- Accepting entry fees
- Inspecting all registration papers, including originals or the photo copies usually received, by comparing the animal's name and registration number on the certificate to that on the entry form
- Inspecting all health certificates submitted with entries
- Inspecting membership cards, verifying relationships to horse owner and any appropriate parental releases (Membership and document requirements are spelled out in USEF Rule GR1302)
- Inspecting eligibility cards and/or forms
- Issuing exhibitors' back or entry numbers

Exhibitor numbers must be assigned to the horse, rather than to the person, because one person may exhibit more than one horse. Also, the assigned entry number should be clearly written on the entry form.

In order to compete, all American Saddlebreds must be registered with the American Saddlebred Registry or the Canadian Livestock Records Corp. The horse must be entered under its full registered name with registration number, and under the name of the owner(s) of record (see USEF Chapter SB). A copy of the registration papers, or a copy of the registration papers with a Certificate of Eligibility to Show issued by the American Saddlebred Registry, must be submitted with the entry form at the time of making entry; show management is responsible for notifying exhibitors of this requirement.

The show secretary is responsible for entering each exhibitor number and horse on the class sheet. The class sheet is a valuable reference for tallying the number of entries in a class, for double-checking information, and as a backup if an entry form is lost. This list is also given to the show announcer. When classes are split (i.e. from "Junior Riders" to "Ages 13 and Under" and "Ages 14 through 17"), they must also be changed on the class sheets and judges' cards.

If you are using a computer the entry forms should be given to the person who enters the information for each class. Once the entry form has been processed, it should be filed according to the office procedure. Submission of entries, cancellations, substitutions and withdrawals are covered in USEF Subchapter 9-C. Unpaid entries are discussed in GR913, which makes it clear that any recognized competition that accepts entries without payment of the required fees does so at its own risk. However, if a USEF show receives payment which is not negotiable and has contacted the delinquent individual at least once by certified mail, the show secretary may report the name and address of the person to USEF, in writing within 90 days of the show, and must include copies of all documentation related to the non-negotiable payment. On receipt of such notice, USEF will notify said person by mail of his indebtedness and impose appropriate processing fees and fines. Until all indebtedness plus imposed fines are paid, that individual will be barred from competing at any USEF recognized competition.



Classes and Class Procedures

USEF defines and discusses classes and general class restrictions, some of which may be unique to the American Saddlebred division. For example, in the American Saddlebred division, stallions are not permitted in ladies or junior exhibitor's classes. Be sure to consult your USEF Rule Book as you prepare your schedule of classes. USEF Chapter 8 clearly spells out conduct of recognized competitions, including scheduling procedures and general class conditions and procedures.

Class procedures may vary somewhat, but generally, when a class is called, exhibitors are responsible for reporting promptly with their horses to the in gate. In classes where horses are competing collectively, a two minute warning is issued, and the in gate must be closed two minutes after the first horse enters the ring. Judging must not begin until the gate is closed. An official timer with a stop watch must be appointed to enforce this rule. Often, this is done by the in-gate person or the paddock announcer.

If a tack change or other problem is going to delay an exhibitor briefly before his or her scheduled class, permission for a gate hold must be granted by the show manager. The show manager will alert the gate steward and the announcer. The announcer will then publicize that there is a "gate hold" before that particular class. During a gate hold, the suggested time limit to allow an exhibitor to prepare a horse is three minutes. After the gate hold time has expired, the gate is opened and the two-minute rule goes into effect as soon as the first horse enters the ring.

As the class enters the ring, a show staff member, who can be your paddock master, should check the back numbers of the entries going into the class with those listed on the class sheet. If there is a discrepancy, it should be noted and the show office must be informed.

Should a complication arise in the ring, such as a tack problem or a cast shoe, the exhibitor must go to the center of the ring, if possible, and be acknowledged by the judge. The announcer will declare that a request for a time-out has been made and permission granted. After the announcer declares the time-out, the exhibitor has five minutes to rectify the problem. In the case of a shoe being cast, time starts when the farrier or the farrier's assistant touches the shoe. An exhibitor is allowed only one time-out per class. When a time-out has been called, the other entrants in the ring may work at will.

When the class has been judged, the judge will complete, sign and hand his or her judge's card to the ringmaster. The show secretary will verify the card, and then give the class placings to the announcer. Once class placings have been announced, all information pertaining to that class, including the judge's card should be filed according to the show office procedure.



Post-Show Follow Up

After the final class has been judged, awards presented and all entries have left the ring, cleanup should begin. All keys should be turned in, all hired personnel should be paid, any unpaid rental fees paid, funds collected deposited in the bank, all paperwork and financial records completed. The show committee, show manager and show secretary are responsible for supervising the cleanup when the show is over. It is imperative that you leave the facilities immaculate, especially if you plan to rent them again. Cleaning up includes removing equipment, hauling trash, removing horses and tack, repairing any minor damages that may have occurred, and taking down any posted signs.

Submitting Show Results and Other Follow Up

When you receive notification of your show date approval from USEF, you will order an information packet which includes official forms to be used during the show and other information required by USEF. These records must be kept on the show grounds during all sessions of the show and retained for three years.

Every USEF recognized competition must electronically transmit requested full show results, within 10 calendar days of the event, indicating the winners, a record of monies won, post or added entries, scratches and corrections, the names of all horses and owners, and all corrections, changes or additions to the prize list. Refer to USEF Chapter 12, GR1214 for regulations about submitting results. Remit fees with the Post Competition Report within 10 days. Don't forget to submit a copy of the results to the American Saddlebred Horse Association, as well as to other interested parties.

Note, should your show secretary fail to file the complete show results with USEF within the allotted 10 calendar days following your show, USEF will levy a \$250 fine. You must also remit the USEF fee, which includes the Drugs and Medications fee, collected for each participating horse. It is a violation, however, to collect any drug enforcement fee in addition to, or in excess of, that fee. Show management is required to pay all premiums and indebtedness of the competition within 30 days.

Evaluation

Running a horse show can be a draining experience, but resist the temptation to simply close up shop and go home, putting the event behind you. Experienced show committees have learned that beginning plans for next year's show as soon as the current show is over will significantly reduce recurring mistakes and increase your chances of improving the next show.

Ask each member of your show committee and staff to evaluate the show by writing down the problems they encountered and possible solutions thereto. Have them note which aspects of the show worked well, as well as any suggestions for improvement.

Review suggestions and observations made by exhibitors. These may be entirely different, yet valid, perceptions of your event. There is also a good chance that many of your exhibitors have been exhibiting at horse shows longer than you have been managing horse shows. By listening to your exhibitors, you will be able to develop an event they will tell their friends about and want to return to year after year. To keep shows running smoothly, notify both the American Saddlebred Horse Association and USEF about any needed rule changes. To help you, review this manual thoroughly and ask yourself the same questions you did when this year's show was in the planning stages. The following list may be useful in getting you started:

- Did you reach your projected revenue target while staying within your budget?
- Was there any problem with the date(s) you selected?
- Was the location you chose satisfactory?
- Any additional classes you wish you had offered? Any you should have eliminated?
- Was the schedule workable?
- Staffing problems of any kind? What changes would you make for next year?
- Were your printed materials adequate? What changes or improvements would you make?
- Were your pre-show preparations effective? Did you forget anything? What would you improve or change next year?
- How smoothly did your show run? What worked especially well?
- What area(s) could stand improvement?
- Did you have enough staff and volunteers for after-show cleanup?
- Was your show secretary efficient, accurate, and courteous?
- Were all required after-show tasks, like submitting show results, performed within deadlines?

Congratulations! If you have just finished reading this manual, you are on your way to managing a successful horse show. If you have already put on your show, a celebration for you and your staff is very much in order. What better morale booster (and launching pad for next year's show) than a party to thank everyone whose diligence and hard work made the event a success!

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