



COLLEGIATE HANDBOOK

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TABLE OF CONTENTS

Part I – Organization

Forward by Sandy Herron

Chapter 1 – Getting Started	8
Chapter 2 – Contact	12
Chapter 3 – Fund Raising and Help from the Outside	13
Chapter 4 – Mentoring/Coordinator Program	17
Chapter 5 – Marketing Program (101 Tips included)	23
Chapter 6 – Safety Around Horses	34
Chapter 7 – Riding Preparations and Procedures	35
Chapter 8 – Code of Conduct	38
Chapter 9 – By Laws	40
Chapter 10 – Summer Horse Lease Agreement	46
Chapter 11 – Co-Chair Club Member Duties	49
Chapter 12 – Co-Chair Club Team Duties	51
Chapter 13 – Public Relations Chairman Duties	54
Chapter 14 – Horse Manger Duties	55
Chapter 15 – Horse Donation Program	56
Chapter 16 – Horse Retirement Policy	57
Chapter 17 – Sample Curriculum	58

PART II- Operations

Forward by Sue Sally Hale

Chapter 1 – Horse Management and Player Information

Chapter 2 – Handy Hints – Beginner Level

Chapter 3 – Handy Hints – Intermediate Level

Chapter 4 – Handy Hints – Advanced Level

Chapter 5 – Polo Drill

Chapter 6 – Polo Chart – Horse

Chapter 7 – Polo Chart – The three Lines

Chapter 8 – Offside Forehand Drill

Chapter 9 – Offside Backhand Drill

Chapter 10 - Near-Side Push Drill

Chapter 11 – Offside Circling Left Drill

Chapter 12 – Polo Student Questionnaire

Part III – Grooming

“A Guide to Grooming the Polo Pony – for new grooms and new players”

Forward by Carol Barker

(Contents for print out available on web site www.pccpolo.com)

Acknowledgements

Preface

Introduction

Chapter 1 – Cleaning the Horse Before the Match

Chapter 2 – Wrapping Legs and Braiding Tails

Chapter 3 – Tacking and Un-Tacking

Chapter 4 – Handy Hints – Your Boss is on the Field Now

Chapter 5 – Cleaning Tack and Generally Straightening Up

Chapter 6 – Feeding and Turnout

Summary

Part IV – (Printed and Distributed by the Polo Training Foundation)

Interscholastic/Intercollegiate Play

Chapter 1 – Registration Reminder

Chapter 2 – What is the PTF

Chapter 3 – Pony Club and I/I Polo

Chapter 4 – Intercollegiate Team Entry Form

Chapter 5 – Interscholastic Team Entry Form

Chapter 6 – Intercollegiate/Interscholastic Schedule

Chapter 7 – Penalty #4

Chapter 8 – Intercollegiate Rules and Conditions

Chapter 9 – Interscholastic Rules and Conditions

Chapter 10 – I/I Eligibility General Conditions

Chapter 11 – Intercollegiate Individual Eligibility Forms

Chapter 12 – Interscholastic Eligibility Forms

Chapter 13 – Helmet/Facemask Safety Acknowledgment

Chapter 14 – General Release Liability Forms

Chapter 15 – Arena Tests

Chapter 16 - 2021 Contact List

Chapter 17 – 2002 I/I Program Book Advertising Rate Card

Chapter 18 – USPA Intercollegiate Score Sheets

Chapter 19 – Demographics for Players, Enthusiasts, & Spectators

Chapter 20 – USPA Student Membership Forms

Part I –



Part I –

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Forward

The sport of polo may have begun, as legend has it, when tribes of mountain villagers in Tibet played polo with the skulls of their enemies. The historical accounting of the sport, like legends, has been sketchy. What these tales and some verifiable records do suggest is that polo has probably been played in some form longer than anyone can remember. Carefully crafted depictions on a few centuries old oriental rugs, lend credence to the fact that polo has been played longer than written records have been kept. When armies transitioned from horses to tanks and nations no longer needed to train troops for horsemanship warfare, the Calvary also passed into history. One casualty of this “advancement” was the suspension of some international horsemanship competitions, the most notable being the elimination of polo as an Olympic event after the 1936 Games.

During the immediate post-war years, countries with strong agrarian economies and traditions preserved the excitement and traditions of polo. Where horses proliferate, polo has continued to provide a source of employment and pleasure. Today, even in countries that are not primarily agricultural, polo is enjoying resurgence in popularity. With the tremendous growth in discretionary time and income, almost anyone in America can now participate in a sport once reputed to be only for the wealthiest of society.

A less expensive version of the game is now played in arenas. Arena polo, requiring fewer horses, and a smaller playing area, has become the entry-level training ground for legions of new polo aficionados who love animals; enjoy social interaction, and the challenge of learning the skills and pleasures of polo.

Very early in polo training, participants recognize polo as a team sport, and generally join or form clubs to accelerate personal growth and enjoyment through cooperation and communication. To encourage the formation and advancement of clubs, particularly Interscholastic/Intercollegiate (I/I) polo clubs, this “primer” is compiled to assist with basic structure, along with suggestions or “templates” for continued guidance. Hopefully, this handbook can help clubs start with at least a basic source of information to build on so as to not have to “reinvent the wheel”. Your feedback in the form of additional information to amend this volume is encouraged.

A special debt of gratitude is owed to a number of people including USPA Executive Director David Cummings for suggesting this booklet. Pacific Coast Circuit Governor Patrick Nesbitt, instrumental in staging and coordinating the 1998 World Polo Championship in Santa Barbara, was elected Governor of the Pacific Coast Circuit in October 2000. He immediately took a "hands on" approach by going around to the various clubs within the Circuit to become familiar with the latest information on the clubs, players and individuals, and to target where we could be of greatest assistance during the tenure of his Governorship.

It was in the course of these and subsequent travels that we met Megan Towle, a graduate of Cal Poly that has provided us with a number of the enclosed sample documents. Sue Sally Hale, sent us not only her beautifully written hand notes, but the talented sketches that accompany her material. Carol Barker generously contributed her Guide to Grooming the Polo Pony giving us permission to reprint it on our web site and include it in this handbook. A special thanks also to the legions of players, parents, academics, coaches, fund raisers, and club managers that have taken the time to support polo and its youth. Included in this group is James Edward Alexander who took the time to assist with the editing. You will see in the following pages our hopes and aspirations to make our own small contribution in this regard.

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Website Administrator: www.PCCPolo.com

USPA Club and Membership Committee Member

USPA Marketing Committee Member

American International Polo Foundation Secretary

Bella Vista Polo Club Secretary

PCYPA Board Member (Foundation)

CEPA Board Member (Foundation)

Administrative Assistant to Patrick M. Nesbitt, Governor, Pacific Coast Circuit

* * *

Chapter 1 – Getting Started

Let's take stock of where the club is right now. Does it exist? What is the "official status" with the:

- I. USPA
 - A. Paid membership dues for club (paying annual dues prior to Jan 1 entitles clubs to a substantial discount).
 - B. Submitting paperwork in a timely manner
 - C. Respond to inquiries for membership and competitions
 - D. Individual student membership fees @ \$25 per person is a bargain

- II. School
 - a. What Department does the club fall into
 1. Agricultural Business
 2. Recreational
 3. On or off campus
 4. Status of relationship with administration (Good relations are imperative.)
 5. Fees due for what and when
 6. List of expectations and obligations

 - b. Funding
 1. What is available from the school
 2. What organizations exist outside of school to assist
 3. What are the requirements
 4. What is the timeline
 5. What is the budget
 6. Is this club or outside foundation set up for tax free donations
 7. What Scholarships and Grants are available

 - c. Administration
 1. Who are the contacts, phone and e-mail addresses
 - a) Advisor
 - b) Department Heads
 - c) Major Fund Raisers

 2. Other clubs to work with
 - a) Equestrian
 - b) Rodeo
 - c) Hunter/jumper
 - d) Any others

III. Polo Club

1. Officers
2. Duties and Timeline
3. Returning Students
4. "Rushing" new recruits
5. Training facilities
 - a) Horses
 - b) Tack
 - c) Transport
6. Budgets
7. Fund Raising Opportunities
8. Alumni Association
9. Backing Foundations
10. Wish List
11. Competitions and Awards
12. Calendar
13. Additional Insurance and Liability Concerns

Once the above questions have been answered and documented, you have a much better idea on where to go and how to get there.

Communications

A key element is timely communication and e-mail, and for those that have it, is by far the most effective. Every time you e-mail someone, you can cc or "carbon copy" everyone else that might be even slightly interested. Some e-mail software allows Blind Carbon Copy so that you can send someone a copy without their name appearing on the address line, or return to the original message and forward a copy to the recipient. The beauty of all that communication is knowledge and knowledge is power. It keeps the administration aware that you are busy at work and what is going on within the club. It also keeps your backers and sponsors informed on your club and projects. That in turn will make life easier when asking someone for something you truly need, and you find that they are already "up to speed."

For those without e-mail: Faxing is the next best thing and finally Snail Mail (less time and cost effective) is better than nothing. When compiling contact information, remember to also get the fax and cell or pager numbers. For the technology challenged (not YOU, of course), make sure you have a complete profile on how to reach people, and keep your lines of communications open, by whatever methods are available. You can't disenfranchise people because they don't have the latest computer available or the knowledge on how to download and unzip those pesky zip files.

Web sites

Web Pages are easy to establish initially but need to be regularly maintained. Consider recruiting some of your brightest “nerd” friends to be members of the club but the club members must assist in keeping your web page(s) updated.

USPA Pacific Coast Circuit Website at www.PCCPolo.com contains a list of clubs within their circuit, including collegiate clubs. The PCC Governor has mandated a web site for every club in his circuit. There is a place to keep current information, including membership rosters, channels for communicating, and photos of the most recent events including a schedule for the year and a map on how to get to each location. It is up to each club, to provide the information to keep the site current. If you have your own web site, it can then be hot linked to all the other appropriate sites.

Still, even if a web site is available and even if the members take seriously their responsibility to keep the information current, be reminded that this is not a case of “Build it, and they will come.” Polo web sites are not visited by millions of viewers, so to encourage even occasional visitors, plus providing a useful tool to members, you must keep the site current, interesting, informative, and full of photos. It is a tremendous marketing tool, especially when talking to sponsors about visibility.

Sharing the Load

Officers and members of the club need to think about what duties need to be performed and the timeline involved in order to be effective. There’s no need for anyone to burn out so it’s important to be realistic about who is doing how much and that the workload is balanced out. Life’s duties still have to be attended to, outside of polo, so be realistic with each of the officer’s duties and who is going to be around next summer, or next year.

The financial load is also to be considered so for those that are “financially challenged”. Some potential members might hesitate to join because they simply cannot carry the extra financial burden. Every consideration should be made to include all interested students; even those whom might prefer to make their contribution through “sweat equity” where they have more time and energy than money. Make sure every consideration is made to include everyone!

And while we’re on that subject, let’s take it a step further. Successful polo clubs are run like a business. If they’re not successful, they don’t last and those that do are viable businesses. Since you’re in school to learn how to survive in the “Real World”, let’s think of running your club like a business as well. That means you can have more than polo *players* in the club. The administration of the club may have some members that might not want to play polo. (Although for most

people around for any length of time may eventually want to try a little stick and ball at some point or other, and then you've really got them.) You certainly want to make it fun for everyone especially entry-level inquiries with riding lessons and the "fun stuff".

Polo clubs are made up of managers, secretaries, marketing and advertising people, catering, agronomists, veterinarians, grooms, farriers, coaches, etc. Nowhere does it say that you can only be a polo club member if you muck stalls, feed and exercise horses, or clean tack. Those things absolutely have to be done, but not by the same people all of the time! The club also has to pay its bills, attend administrative meetings, and generally meet all of the other requirements of a successful club on or off campus. Just for a moment, let's try:

Thinking Outside of the Box

Let's say you want to develop or expand your club membership. Be receptive to ideas on how to bolster your roster. For example, for nominal membership fees you could develop a category of Associate or Social Memberships. New members that all pay dues because they like the social aspects, or someone wanting to do a Senior Project by running a web site or an accounting project of how to budget a successful polo club for a year, or write a paper on how to grow special grasses for a polo field.

Look at the other organizations on campus to see where partnering efforts could be a Win Win! Borrow ideas from successful campaigns or join in with other successful clubs in common areas such as travel to competitions, sponsorships, and fund raising efforts. When the membership expands, with more people involved, the work load can be disseminated, the ideas multiply, the administration is satisfied, alumni become involved, parents are thrilled to see your accomplishments and subsequently successful events begin to transpire. No idea is too different for consideration. If the club is not dynamic and growing, it will be on the decline. So consider the options.

Mentoring Program

A coordinator is assigned by the Governor's Office to assist with mentoring the club, communicating with the administration, organizing an alumni committee and/or fund raising foundations, and interfacing with other polo clubs and coordinators. The idea of this program was conceived so as to help stabilize the polo club contacts and archive the information throughout the year through periods of waxing and waning by the club's membership and status with the administration. A job description follows that goes into greater detail. The Governor's administration basically mentors the coordinators and the coordinators mentor the club officers and members. Hopefully, this will keep everyone on the same page, with a high level of performance, energy, and realistic expectations.

* * *

Chapter 2 – CONTACT!

Tip: Use good Psychology: “Ask not what your _____ can do for you, but ask what you can do for your _____. Fill in the blanks. **School-club-administration-potential member**: Whom are you trying to sell? If you want something, go in prepared to first tell them what you can do for them. THEN get around to what tools you need to enhance the effort.

For example, in the initial stages of contact with the school administration, go fully prepared to sell them on all the advantages and the rewards the school would reap when the polo club is a successful program. Show them examples of how polo could help fund school activities, provide income, produce sponsorship, expand visibility, enhance enrollments, add to the scholarship program, enrich the students, put school facilities on display, and qualify for grants.

Think of every advantage for your target audience; then, assemble all the sales tools and demographics possible. What kinds of people are drawn to polo? What tournaments are available? What trophies can be won? What sponsorship has brought money and prestige to what worthy charities? Take a USPA Blue Book or USPA Marketing Package. Take a list of the benefits from the PTF and the USPA. Take your laptop and show them your website. Take your advisor and/or one or two of your biggest supporters (especially any philanthropic alumni donors) with you.

If you're going to a potential sponsor, take photos of your team, “but wouldn't it be nice if we had team uniforms that had YOUR name on them Mr. Car Dealer.” Take a list of your members, alumni, and list the opportunities for a sponsor to show his product on banners, fences, flags, caps, t-shirts, etc.

If you're going to a venue to convince people they should join your club, show all of the advantages of belonging, including the “fun” aspects. Take along hand mallets, have a short demonstration on a horse, or even a short demonstration match with an announcer to explain everything.

Think like the person you are trying to sell. What would he want? What does he need? How can we make this a win-win?

Hopefully the person you went in to sell will start looking for ideas on how to help you, and after all, that's what you REALLY went in for, right?

* * *

Chapter 3 – Fund Raising and Help from the Outside

There are a number of International, National, and Circuit or Statewide organizations that can assist. Make contact with these associations, get acquainted with what they have to offer and take advantage of their resources.

Here are a few to get you started.

1. United States Polo Association (USPA)
Mr. David Cummings, Executive Director
771 Corporate Drive Suite 505
Lexington, KY 40503
Office (800) 219-1000
Fax (859) 219-0520
Email: cummings@uspolo.org
Web Page: www.uspolo.org

Purpose: The USPA is the National Organization for polo in the United States, governing body of the sport and a) makes the rules, b) issues handicaps, c) sponsors the tournaments, and d) provides communication for the sport of polo in the United States.

2. Polo Training Foundation (PTF)
Mr. Daniel M. Scheraga, Executive Director
70 Clinton Street
Tully, NY 13159
Telephone: 888-PTF-POLO (783-7656)
Fax: 315-696-8036 Email: dannypolo@aol.com

Purpose: To establish and administer a series of funds, including memorial, advisory, international, endowment, intercollegiate/interscholastic, and others. These funds are dedicated to support Polo in collegiate or scholastic sports curriculums, promote international goodwill through Polo competition, and above all, encourage development and sportsmanship through teaching young people the principles of the game of Polo.

3. American International Polo Foundation (AIPF)
Ms. Sandy Herron, Secretary
205 Lambert Rd.
Carpinteria, CA 93013

Office: (805) 695-0141

Fax: (805) 695-0522

Email: sandyherron@aol.com

Web Page: www.PCCPolo.com

Purpose: A Tax Free Foundation to receive donations used toward funding U.S. players to train and travel overseas for international competitions.

4. Pacific Coast Youth Polo Association (PCYPA)

Mr. Doug Reeder, President

4756 Camino del Rey

Santa Barbara, CA 93110-2021

Home (805) 964-1181

Fax (805) 964-7263

Office (805) 964-1181

E-mail: dlr@rain.org

Purpose: A tax-free foundation created to receive donations to assist youth polo players at entry level and beyond on California's Central Coast.

5. California Equestrian Polo Association (CEPA)

Mr. Andre Huertas, Co-founder and Treasurer

University of Southern California, Robotics And Intelligent Systems

% USC IRIS PHE 212

3737 U.S.C. Watt Way University Park

Los Angeles, CA 90089-0273

Work (213) 740-6438

Fax (213) 740-7877

E-mail huertas@iris.usc.edu

Purpose: A tax-free foundation created to receive donations to assist youth polo players at entry level and beyond in Southern California.

6. Pacific Coast Circuit Governor's Office

Patrick M. Nesbitt, Governor

205 Lambert Road

Carpinteria, CA 93013

Office: (805) 695-0141

Fax: (805) 695-0522

Email: PMNesbitt@aol.com

Web Page: www.PCCPolo.com

Purpose: As representative of the membership, be the primary force pressing the Association the realization of its opportunities for service and fulfillment of its obligations to all its constituencies. (USPA Governor's Handbook)

7. Lieutenant Governor (appointed) Northern Clubs in Pacific Coast Circuit
Ted Schlosser
Silicon Valley Polo Club
1290 Matsen Ave
Gilroy, CA 94063
Work (650) 761-1515
Home (650) 364-9593
Fax (650) 761-1520

Purpose: To be the eyes and ears as the Governor's presence in Northern Pacific Coast Circuit clubs.

8. Lieutenant Governor (appointed) Southern Clubs in Pacific Coast Circuit
Russ Sheldon
Poway Valley Riders Assoc.
14325 Midland Road
Poway, CA 93064
Club (619) 336-3714
Fax [619](748) 7037
Home (858) 748-7037
Home Fax (858) 679-9640
Work (323) 848.7300
E-mail: 1polonut@home.com

Purpose: To be the eyes and ears as the Governor's presence in Southern Pacific Coast Circuit clubs. Specializing in Arena Polo, web site development assistance, and calendar of tournaments.

9. Coordinator/Mentors for the Pacific Coast Circuit
Cal Poly – Brian Campos Email bcampos@freshdelmonte.com
U.C. Davis – Audrey Clifton Email SunnyandSassy@aol.com
UCSB – Kim Fisher Email kfish005@hotmail.com
USC – Ardeshir Radpour Email radpour@tridian.com
Westmont – Christine Kimes Email polodeva@aol.com
Stanford – Greg Wolf Email wolf@yahoo.com
Santa Barbara City College – Unassigned

Purpose: To stabilize interest, stimulate participation, and encourage growth in the collegiate polo club programs in the USPA Circuits. To assist with coordination between interested parties, fund raising, maintaining a presence with the school administration, and recruitment assistance on a year round basis.

10. The Federation of International Polo (FIP)
Ambassador Glen Holden, President
9663 Santa Monica Boulevard PMB 848

Beverly Hills, CA 90210 USA

Phone: 1-310-472-4312

Fax: 1-310-472-5220

E-mail: fippolo@aol.com

Purpose: (reprinted from their web site)

FIP is the driving force behind international polo and the advancement of the sport in all countries of the world.

FIP is the officially recognized federation representing the sport of polo by the International Olympic Committee.

FIP produces the International Rules of Polo, presented by agreement of the Argentine, Hurlingham, and the United States Polo Associations.

FIP has produced five World Championships played every three years and now has set plans for the Sixth World Championship in Australia 2001.

FIP has produced more than 35 Ambassadors' Cups since 1987 where delegates and Ambassadors from around the world meet to conduct business of the sport and join together to play in an Ambassador's Cup tournament.

FIP encourages the teaching and playing of children's polo. FIP sponsors international tournaments or schools of polo for children age 14 and under.

FIP has established an International Fund. Through this fund, FIP will send coaches, lists of polo pony breeders and suppliers, trainers of ponies and players to countries to assist the sport of polo in member countries. This furthers the ability of FIP to assist countries to build and expand better polo and provide more benefits for FIP membership.

* * *

Chapter 4 - Mentoring/Coordinator Program

Purpose:

To stabilize interest, stimulate participation, and encourage growth in the collegiate polo club programs in the USPA Circuits. To assist with coordination between interested parties, fund raising, maintaining a presence with the school administration, and recruitment assistance on a year round basis.

Reasons:

Collegiate Polo Club interest typically fluctuates on a waxing and waning basis. During certain years when due to chance a number of active polo players are attending a school with a polo club, they keep the program strong and well attended. When those students graduate however, they are not automatically replaced and often the collegiate polo club influence is diminished to the point where clubs are sometime forced to go inactive, jeopardize or lose their funding status, or in some cases even cease to exist due to the following reasons:

Students are in school for a few short years that are packed with busy schedules competing for their time and resources. Good polo players (potential students) want to attend a school with an existing strong and competitive polo program with proper facilities. Administration officials respond to the programs that are well attended, well organized, and well funded or capable of generating enough money and interest to be self-sufficient. Administration funding usually comes with certain requirements that are not always met on a timely basis by a loosely formed small group with little or no supervision. Facilities for arena or grass polo are not always available within easy access to students if competing programs like rodeo, soccer, or other sports have usurped preexisting facilities.

Recommendations:

Establish a Polo Program Coordinator (Alumnus) “Ambassador”:

A responsible USPA member, preferably an alumnus, independent from school/administration (not a student or faculty member), living in the area, willing to work as a volunteer year round both on and off campus, as an “Ambassador” (Coordinator/Mentor) for the polo club responsible for *coordinating and stimulating* the programs. The actual day to day work activities are to be carried out by the students to the extent of their abilities. The guidance and mentoring are to be carried out by the polo program coordinator:

The Polo Program Coordinator's general task is to maintain a consistent presence through out the year, year after year, as members of the club or school faculty or administration come and go. This should be more of an administrative position to oversee, direct, mentor, and assist, where it is the student's responsibility to perform the duties.

Job Responsibilities of the Coordinator/Mentor: (Ambassador)

Assist the Circuit Governor's Office with establishing or promoting an alumni committee to support the collegiate clubs needs and set up occasional meetings as are needed.

Communicate on a regular basis with the school administration

Meet with the polo club members at appropriate times to see that they are meeting their obligations and lend support or suggestions when assistance is needed with their programs, problems, etc.

Keep open the lines of communications between the students, alumni committee and school administration

Mentor the club and its participants to help them experience the joy and enrichment that is possible when a club fulfills its mandate.

Oversee and assist the students in the following programs:

Goal Setting, short and long range planning (preparing quarterly, annual, 2 year, 5 year calendars)

Budgeting (Estimate costs a bit high, income a bit low)

Fundraising ideas – what else is available on campus

Archiving past projects and revisiting useful projects or information

Archive Horse Inventory

Archive Tack Inventory

Accessing contributions and support from Charitable foundations

Establishing an efficient Horse Donation Program

Developing an effective Recruitment Program

Developing skills and techniques of Facility Coordination

Scheduling and Coordinating Tournaments

Establishing and maintaining effective working relationships with Alumni Board of Directors or other interested alumni

Archiving past membership records

Leadership, Character, and Responsibility Guidance

Conducting effective Promotional Campaigns

USPA membership and benefits

Insurance

Rules and Regulations

PTF Clinics and Tournaments

2. Establish an alumni committee (as many as possible) to assist with

Fund Raising

Facility Coordination

Business and Finance Guidance

Stay in contact with influential “School Decision Makers” to see where polo can benefit their long term planning process and continue to be a dynamic force in helping to achieve those goals.

Resources
field or arena
transportation
moral support

Establish an Alumni Board of Directors (minimum of four people) with regular meetings to include as many of the following people as possible:

President or Officer of the Collegiate Polo Club – A student (graduate or under graduate)

Advisor – Faculty Member (Part or full time Faculty)

Polo Program Coordinator/Mentor “Ambassador” (Mature alumnus)

Coach (Faculty or Non Faculty)

Veterinarian (where possible)

Pony Club and/or Non Profit Organization representative *if one exists* supporting their local clubs such as (Collegiate Equestrian Polo Association (CEPA) or Pacific Coast Youth Polo Association (PCYPA)

As many student members of the club that would like to attend

As many alumni backers that would like to attend

The club should consider establishing an “Official Sports Club” with a “Not for Profit” status able to accept contributions, and simultaneously access to various services and funding opportunities. It’s important the collegiate club remain a campus activity however to meet the University requirements for funding.

Communication and co-operation should be established and open between the USPA, the Circuit Governor’s Office, the school administration, the collegiate club, alumni committee, non profit agencies or any other persons or groups that are in a position to work to the collegiate polo clubs benefit. The inclusion of various faculty and non faculty responsibilities are also listed in order to establish proper line of communication from students to the administration, particularly in the larger schools where proper channels are more diverse. Smaller schools may incorporate various positions under one department head. Communication is key to a successful effort.

Athletic Director (Faculty Member): Responsible to the administration for Sports Clubs

Non varsity University sports
Varsity University sports (NCAA Varsity Rules)

David Eldridge, contact from Cornell – This is the only school where polo is a Varsity Sport.

B. Team Coordinator (Student): May be President of the Polo Club. Responsible for providing the interface between the polo club and the Administration.

Sports Manager (Student): May be the Team Captain. Responsible to the club for the following:

- Tournament eligibility and compliance with school and USPA policies.
- Parents funding with dues to sustain polo programs
- News briefings, fund raisers, stimulate parent participation
- Provide invitations to the parents
- Provide schedules of play
- Oversee eligibility requirements
- Sign-off official documents
- 2.0 average
- Under 26 years of age
- Full time student
- Send documentation to sports club Director or Registrar
- Club Booklet (It is noted that these do not exist in most of the Pacific Coast Circuit Collegiate Clubs so a generic hand book is currently being produced in “draft” mode for circulation before printing.)
- General Information
- Club Officers and Duties
- Face masks requirements
- USPA Forms
- Welcoming letter
- Promote Interscholastic (High School) integration into Collegiate (Colleges and Universities)

In smaller schools, the (student) Team Coordinator, Sport’s Manager, and Club Officer may all be the same person. The coach could also be the Polo Program Coordinator, but in any event this “Ambassador” is to be a conduit to keep information flowing between all of the participants and “look over the shoulder” of the Collegiate Polo Club Program. ***There is an emphasis on “mentoring” not “running” the program for the students.*** Any and all of these people plus the school administration need to kept “in the loop.” It is felt that one person, without the assistance and support of other polo advocates runs the risk of burn-out and/or resignation due to illness or relocation. Consequently a recommendation for a committee is noted above. The Program Coordinator/Mentor “Ambassador” could be a position for students to aspire to after graduation and is appointed by the USPA Governor of the Circuit.

6. A “Win-Win” Philosophy

With strong (USPA) organizational support such as the Circuit Governor’s Office mentoring and lending aid by “looking over the shoulder of the Ambassador”, that designee can in turn mentor and lend guidance and support to the club. By keeping the channels of communication open, meeting regularly with supporters within the “Committee” and lending ideas and energy to the program, various factions can pool their resources for the greater good. Solutions should be looked for, supporting the College or University’s mandate as well as working within the system to promote cooperation and integration with other related programs such as the agricultural school, recreation department, and other sports clubs.

7. Thinking “Outside of the Box”

Fresh ideas can be incorporated into a master plan to become more than just a polo club. By adopting a mind-set of running the polo club as a business (even as a social club) opens up a new way of thinking about shaping the club. It lends itself to incorporating more than just polo playing members. A polo club in addition to players, needs business management, marketing, advertising, and accounting services. A successful club will need to work with veterinarians, ferrisers, agronomists, party planners, and hopefully lots of social members. So bearing that in mind, consider the recruitment of all of these specialists into your membership.

Work with other equestrian clubs such as rodeo, horse showing, hunters and jumpers, cutting, and calf roping, cowboy polo; anything at all that is related. Try to partner with other clubs and activities on the school calendar that can use help and are willing to share in the benefits. Cooperation and coordination could pay great rewards from sponsorship, administration, and related clubs on and off campus.

8. An additional line of support could come from a USPA representative to call on every high school and college or university in the area that incorporates a polo or equestrian program in their curriculum. The idea is to sell the school on the business plan of promoting a strong presence of polo in their program for the following reasons:

Benefits of the USPA

PTF and AIPF financial assistance

Horse Donation Program

Sustaining organizational support

Scholarships

International student recruitment

Ticket sales, tournament, and related event income

A niche market appeal to prospective students

Positive Community Economic Impact

10. Interactive support from neighboring polo clubs

9. Establishing a Regional Polo Center

High school or college facilities usually do not have the ability or interest to sustain their own horse program on or immediately adjacent to the campus. Look for the nearest polo club that would be willing to support an entry level polo training program for students. An existing polo club running a commercial operation may already have facilities to sustain a youth program when a number of schools in the area do not have enough students individually to make individual horse operations practical. If the donated horses can also be used in regular service for a commercially operated polo school, the income produced could then help defer some of the maintenance and expense of the Interscholastic/Intercollegiate programs. With enough participation, a covered arena could then be a more practical reality so play could be extended year round. In any case, a full curriculum includes lessons in a classroom setting, particularly for foul weather days. Training videos, grooming, game rules and regulations, strategy, and occasional guest lectures by professional players, veterinarians, and farriers are important to include in a dynamic program. It is important to establish and publish this format in advance so as to meet the expectations of the participants.

Chapter 5 – Marketing Program

The following remarks are intended as ideas to market polo programs of all types, to increase revenues through ticket sales, corporate sponsorship, membership development and other methods of capitalizing and enhancing an existing Interscholastic/Intercollegiate polo club with or without their own facility.

Think of your club as a business. Businesses market their products or services. When you extol the virtues of your club you are marketing, whether to increase membership, raise revenue, encourage corporate sponsorship, or create a favorable campus/community image. At the outset, club members, directors, and board members might want to review what the club is meant to represent. Is the club using a public facility, fully maximized to capacity, or a small, private, more intimate club perhaps not even conveniently located on or near campus. Explore and discuss your options, and recognize the advantages and disadvantages of your choices.

Here is a list of considerations to amplify a marketing program.

1. Determine Goals and Requisites for Club
 - a. What do club members want
 - b. How do they visualize the perfect club
 - c. What are the existing facilities
2. What are members willing to pay
 - a. time
 - b. money
 - c. use of facility
 - d. privacy of programs
 - e. travel distance
3. What are the long term goals
 - a. 1 year
 - b. 5 years
 - c. 10 years

Once a clear vision is in place, here is a list of tools to help implement the plan.

1. Advertising (Avoid retail printed advertising if cost is a factor in your budget)
 - a. Trade (what you need for what you have)
 - i) Lessons or tickets for advertising
 - ii) Advertising banners on field such as scoreboard, fence, sideboards

- iii) Announcer can do short commercials
 - iv) Web Site construction, banners, logos
- b. Free Newsprint and TV Coverage (Get into every small publication possible)
- i) Community Group Newsletters and meeting presentations such as Rotary, Chamber of Commerce, Church groups, Special Interest Groups
 - ii) Local corporations and companies large enough to have “in house” newsletters, web site, or other forms of mass communication
 - iii) Send into local newspapers for calendar sections
 - iv) Talk shows on radio and TV (They’re always looking for new, fresh stuff)
 - v) Public TV and Radio – Tie into a charity events to get regular support
- c. Flyers and Announcements (Tag onto bigger events) “You mention us and we’ll talk about your event on the “Public Address System” or printed pre event publicity.
- d. Internet (links) Usually, no charge
- e. Yellow Pages (Not Cheap) expenditures may have better results in small “What to do in Town” publications that go into hotel rooms.

2. Community Relations

- a. Local Chambers of Commerce Great resource listing local businesses
- b. Annual Events Well organized, already have a budget, to tap into “trade”
- c. Charities Rotate around different ones with different interests, to cover the entire community. Has to be a “win-win” Look for those enlisting the largest number of volunteers
- d. Schools The parents will always back their kids and the kids have fun being involved. Actively involving both parents and kids is even better.
- e. Camps Don’t over look the seasonal activities going on within the community-Can possibly pasture horses during off seasons
- f. Handicap riding programs – Gentle use of horses and opportunity for club members to participate in outside community program

3. Local Resources – Who is spending the most money in town (Get to them early enough to be included in the next year's budget) Best place to determine this:
 - a. ads on TV
 - b. yellow pages
 - c. newspaper and print
 - d. banners/billboards
 - e. internet

4. Income Generators (Maximize the club's income potential)
 - a. Ticket sales Use different groups to mutually benefit so they sell tickets for you.

 - b. Merchandise Sales
 - i) T shirts
 - ii) Caps
 - iii) Coffee Mugs
 - iv) Pins
 - v) Bumper Stickers

 - c. Web Site Sponsors

 - d. Field Advertising
 - i) Banners
 - ii) Boards (Score Board and Side Boards)
 - iii) Boxes

 - e. Corporate Events (See what best serves a corporation's needs)
 - i) Tented events
 - ii) One Time or reoccurring
 - iii) Clubhouse or Grandstand
 - iv) Time (week ends, day, night, etc.)

 - f. Food and Beverage
 - i) Catered
 - ii) Donations

 - g. Additional uses of facilities
 - i) Lessons for other than Polo
 - ii) Stabling (outside of regular season)

- iii) Unrelated Events
 - 1) Weddings
 - 2) Horse shows
 - 3) Any outdoor exhibit
 - 4) Any indoor exhibit
 - 5) Special interest shows
cars, flowers, arts and crafts, Farmer's Market's, books, musical
concerts, private parties, large tented gatherings, other sporting
events, retail or special holiday shows

- h. Expansion of facilities by adding membership of additional interests
including:
 - i) Tennis
 - ii) Swimming
 - iii) Track and Field Events
 - iv) Health Club
 - v) Other Equestrian Events
 - vi) Retail Shops

- 5. Staffing
 - a. Marketing
 - b. Concierge
 - c. Sales
 - d. Temporary

- 6. Budget
 - a. Free
 - b. Trade
 - c. In House
 - d. Friends and Members
 - e. Retail
 - f. Partnering

* * *

101 Marketing Tips:

1. Put your season's schedule in a clip out format when advertising.
 - A. Local Newspapers, magazines, In-room publications for hotels, flyers at distribution centers
 - B. Advertise in other areas within an hours drive
 - C. Don't forget to ask your local club newsletters to run the schedule for you. I.e.: Elks, VFW, Rotary, Masons, local service organizations.
2. Put an ad on your answering machine announcing the next big event.
3. Trade live announcements during games with other sports venues, equestrian events, trade shows, fairs, or anywhere there's a big crowd.
4. Offer free tools on the home page of your web site that others may want to bookmark and use. i.e.: time zone clock, currency converter, calendar
5. Run a different "something" ever day on your web site home page to get interest in checking your site often.
6. Host hotel concierge or sales staff people at an early season Sunday match so they talk up your polo activities at their own properties.
7. Offer nearby hotels and restaurants complementary admission tickets to pass out to good clients.
8. Check with various charities to see what kind of fund raising events could be promoted at your clubhouse or games.
9. Find out where any of your associates has recently made a large purchase, such as a realtor or car dealer and call on them for sponsorship pointing out that this is their target audience.
10. Write a story to go along with photographs and submit it to local newspaper for the sports section.
11. Offer to submit scores and photos weekly for your local newspaper sports section.
12. Charge \$10 a carload and play up the "Tail Gate" informal picnic
13. Print and give away tickets with all your information: Who, What, Where, When, and Why.

14. Look into any Riding for the Handicap Society and plan a joint fundraiser.
15. Print out a banner and put it in the back windshield, bumper sticker, or side of car or truck door.
16. Invite the local equestrian club for a joint effort of a day's activities.
17. Check your area for youth clubs and plan a special beginner's program for new riders from 4-H, YMCA, YWCA, Girl Scouts, Boy Scouts, Campfire Groups, etc.
18. Plan a beginner's program for any local high schools or colleges and pay a visit to the head of the recreational department at the school.
19. Offer your field or arena to other events just for exposure to the community.
20. Open the game with the local marching band. Encourage the rest of the school to come out. Give them tickets or a special section to sit in.
21. Put up tents or umbrellas and tables to be user friendly.
22. Have a fun half time show. Golf cart polo, Jack Terrier Race, or something fun with foot mallets that will get people onto the field having fun
23. Build a wooden horse for demonstrations allow newcomers to give it a try.
24. Plan a half time show with local dance school participants. Encourage all the parents to come.
25. Offer Parent/Child Startup programs to learn to play polo together.
26. Participate in local community events such as the polo club in town parades.
27. Fly club flags in town when a special tournament or event is running at the club.
28. "Two for One" promotions to encourage players to bring a friend for free for a day of Introduction to Playing Polo.
29. Offer the first lesson free for "two people at a time."
30. Offer Bumper Stickers with your clubs local information.
31. Offer free Vendor Tents to promote local produce, businesses and services
32. Fly flags or balloons at entrance to club on game days.

33. Visit your local high school, college, 4-H clubs to promote special group lessons.
34. Advertise on grocery store carts with local club information.
35. Contact local charities and offer the field for their venues.
36. Build a traveling hitting cage for school and club demonstrations.
37. Look into lighting from golf course hitting ranges going out of business and light the facilities for night usage.
38. Offer a grant or scholarship for lessons to build community relationships.
39. Put out a newsletter or computer generated brochure.
40. Collect signatures from 10 goal players on photos or polo items to auction off for youth or charity programs.
41. Establish a relationship with local agricultural groups, schools, or businesses to exchange facilities.
42. Offer your members an incentive to bring a friend to a polo lesson.
43. Hold a day honoring the local communities nearby. "Carpinteria Day, Ventura Day, Summerland Day." Invite the local dignitaries and put them in the pony parade to open the games.
44. Join the Chamber of Commerce and embrace their activities.
45. Build stands or grass berms to make the audience comfortable during the matches.
46. Put signs and directions up on the main roads the day of games inviting the public.
47. Focus on one big achievement for each year that at the same time may attract grooms, umpires, higher goal players, or just one great annual bash to give your club celebrity and notoriety.
48. Be a guest on local radio and TV talk shows.
49. Develop a good line of merchandise with your club logo. Ie: hats, shirts, coffee mugs, calendar, and accessories.

50. Desktop publish a club calendar at the end of the year with memorable photos of your club and members from the previous year to sell or give away.
51. Send out Holiday Cards with group photos of your members. Use this opportunity to ask for donations, or to include next season's schedule of events.
52. Save your old publications of Polo Player's Edition or Sidelines to pass on to others, as a sales tool, or just as a friendly gesture.
53. Make up a brochure of your club that could be distributed with information of memberships, schedule of activities, and facilities available.
54. Archive your club's history with photos and stories. The older they get, the more valuable they become for display.
55. Display your club's facilities at trade shows and fairs with photos, videos, sample tack and equipment, etc.
56. Invite underprivileged children for a day of riding. Be sure to include the local press.
57. Keep a suggestion box open to feedback and ideas from the public.
58. Find an event coordinator to work on commission and give them the opportunity to make enough money to want to continue.
59. Have a photographer available to take photos at events, and can in turn sell them to interested parties.
60. Advertise in the local movie theatres.
61. Ask related web sites to hot link to your own.
62. Look for local industries to contribute to your events. Ie: Commercial operations for flowers, chicken, beef, beer, fruit, wine, etc.
63. Contact your local highway clean up programs that thank you with roadside signage.
64. Put your ads in local airport billboard signage.
65. Advertise in local "In Room" publications and "Where to Go" magazines.
66. Make up table tents for local restaurants.

67. Special event notices to be enclosed with restaurant checks.
68. Block off seating for special groups with ribbons, chair covers, or some kind of special recognition.
69. Advertise on brown bags at the grocery store. Remind to recycle.
70. Hold a "Handicraft Day" and invite local artists to display their wares during a regular game day.
71. Promote Pot Luck, Tailgate, and other low cost to big group and family activities in connection with your game days.
72. Have theme days for special holidays. Offer prizes. Best: hat, booth, dressed dog, costume, float, horse, etc.
73. Embrace ethnic costume occasions: ie: Fiesta, Cinco de Mayo, St. Patrick's, Valentine's, Washington's birthday, Thanksgiving, 4th of July, etc.
74. Have a special event or event days for the grooms and their families.
75. Get a local celebrity to do a spot radio or TV commercial for your club.
76. Organize alumni games with local school graduates.
77. Find a local graduate to assist with promoting local high school and collegiate programs and beginner lessons.
78. Offer "after work" lessons that include everything but the rider.
79. Use the PTF and USPA programs to host clinics for your youth and instructor programs.
80. Consider Total Immersion programs as starter packages for people on vacation for one or two weeks, or perhaps even a weekend or two.
81. Have a band and snacks for "after the game" social events.
82. Announce human-interest anecdotes and game play explanation over a speaker system for the first time attendees.
83. Give pre game or half time demonstrations of different types of shots or what to look for in the "Best Playing Pony" or "MVP" awards.
84. Offer catered box lunches for attendees where no restaurant facilities are available.

85. Sponsor other equestrian events at half time or between games such as dressage, hunter-jumpers, or cutting horses.
86. Have a horse race, perhaps between grooms, before or between games.
87. Showcase Pee Wee Polo for pre game or half time entertainment.
88. Put golf cart polo in local parades using arena balls to dribble down the road.
89. Showcase demonstration games in local parks.
90. Incorporate polo players and polo gear in local fashion shows.
91. Become a NARHA Accredited Therapeutic Riding Center by contacting www.narha.org or call (800) 369-7433.
92. Use the USPA and PTF initiatives for promoting international play, umpire programs, and free clinics.
93. Participate in trade shows such as the annual Polo Expo by Randy Russell www.poloamerica.com
94. Give annual Social Memberships to local government and school officials so they feel welcome to attend functions at the club.
95. Develop a data base of interested participants to regularly fax, mail, or e-mail announcements, invitations, and news.
96. Offer discounts to corporate groups for joining, taking lessons, or purchasing seating for games.
97. Develop a social schedule to entertain and plan events in addition to polo games.
98. Consider trading memberships with corporate clubs within the community.
99. Contact the USPA Circuit Governor or national office of USPA for making contacts or participating with international players.
100. Get involved on a national level with other polo organizations such as PTF, USPA, and FIP or with fundraising polo related charities to broaden the thinking base of the club and borrow good ideas from other sources.

101. Poll your club members regularly to see if their needs and desires could be met in a more comprehensive way or with some long term planning. Happy club members attract more of the same.

We would like to hear from you if you have more ideas to add to the list. E-mail us at: sandyherron@aol.com

* * *

Chapter 6 - Safety Around Horses

IN GENERAL: When working around horses you must learn to anticipate their actions and read their body language. Watch their eyes, ears, head set and tail to interpret their mood. Don't rush, stay alert and remain calm.

DRESS: When working around horses it is advisable to wear boots or at least closed-toed shoes. Long pants are needed for riding and always wear a helmet when practicing.

CATCHING HORSES: Do not approach a horse directly from behind. Do not sneak up or startle the horse. Always let them know you are approaching them by speaking calmly. Observe other horses nearby so that you do not position yourself between two horses that could possibly spar with each other.

LEADING THE HORSE: Walk on the left side of the horse. Stay out of the way of your horse's feet. Keep two hands on the lead at all times, one hand a foot or so from the horse's head and the other farther down the rope. Carry the lead so that if the horse were to pull away from you, your hands would not get tangled in the lead.

TYING UP A HORSE: Ask someone who knows, and ask them to demonstrate the proper way to tie the horse. Make sure the horse you tie gets along with other horses in close proximity.

GROOMING AND SADDLING: Continue to observe your horse's body language during grooming and saddling procedures. Position yourself to avoid injury by the horse or equipment.

WHILE RIDING: Be aware of your environment. You are responsible for the safety of yourself and your horse. Do not ride through areas that appear dangerous.

* * *

CHAPTER 7 – RIDING PREPARATIONS AND PROCEDURES

A RIDER

Each rider must be in good physical and mental condition. Any rider appearing intoxicated or under the influence is not allowed to ride. Any person that has not signed a Waiver, Code of Conduct, nor paid dues is not covered by ASI/Rec Sports Insurance is therefore not allowed to ride.

Each rider is required to wear long pants and boots. Chaps are recommended. Do not attempt to catch horses by throwing rocks at the them, swinging halters or chase/corralling them in any way. Use grain to encourage their obedience, or walk slowly up to the horses.

Horses are to be ridden only in favorable weather conditions and either after or before being fed.

When tacking up a horse, you must follow the following procedures:

1. **Pick out feet** – checking for injuries, cuts, bumps, bruises, swollen legs, and anything else putt the horse at risk if ridden.
2. **Curry comb the horse, neck to butt** – getting out all the dirt and releasing old hair.
3. **Brush horse** – making sure to brush face, lags, and under belly. Use a rag to remove any dust.
4. **Bridle** – obtain the horses designated bridle, remove halter from head but leave attached around the horse’s neck. Standing to the left of the horse (not in front) slowly slip reins, martingale, and breast collar over the horse’s head. Release halter and place the bridle on the horse’s head, holding the bit in the left hand and bridle in the right. Take special care on Level III horses when placing the bridle around the ears, as they have a tendency to raise their head and pull away. Tighten curb chain and secure the throat strap. Place halter back on the horse. If there are draw reins put them on after they are saddled.
5. **Saddling** – Place two blankets down evenly on the back of the horse. Place saddle on horse checking the withers and shoulder for tightness or pinching from the saddle. Attach the girth to one side then proceed to the other side.

When on the other side slide girth through martingale and tighten. Attach breast collar to the girth and not leathers. Return to the offside and attach the other side of the breast collar now. *You should never leave your horse unattended with the saddle loose or attached to the bridle.* If you have draw reins, release the halter and place them on the horse now. Replace halter when finished.

6. **Check all tack** - Make sure it properly fits, it is not broken, and it is all there. If anything is questionable – don't hesitate to ask.
7. **Mounting** – Lead horse away from tie rack, tighten girth and walk the horse again to allow it to comfort itself with the tack. Mount from the nearside with the reins in the left hand and the right hand on the back of the saddle. A truck bed can be used for assistance or a leg up from a club member. Do not use anything, such as a bucket to mount, because it might spook the horse.
8. **The seat** – Check the length of stirrups and all tack positioning.

Riding – Walk the horse to and from the track or horse unit. (Whenever riding at the horse unit, you are required to wear a helmet – no exceptions.) Always walk when first arriving to the track or arena. Starting them at a canter will always ingrain bad habits. Walk the horse on the track before leaving to return to the polo unit. *A horse should never be allow to trot or run home.* While riding be alert and aware of all things around you.

Trails – Stay on trails when riding. Do not leave a trail except in case of emergency. Open and close every gate that you come across and obey all posted signs. *Do not chase, herd, torment, run at, or push over any cattle on pastures. Do not run on trails that are rocky, narrow, downhill, or have blind corners or hard ground.* Always trail ride in pairs.

Miles – Never pony more than two horses. Keep one horse on each side. Warm the horses up at a trot for at least ten minutes. If two horses are not getting along take one home. Don't continue to ride a horse with a frustrated or aggravated temperament. The horse could endanger you or your mount. Don't allow the horses to go at a full gallop, remain in complete control, slow your horses and return home. If a horse breaks away from your grasp and starts for home *do not chase it.* Slowly follow the horse home. A horse can easily slip on the pavement or trip on its lead rope.

POLO – following the same procedures as #1 - #8 plus the following:

1. Wrap the legs of the horses. Start below the joint and completely cover the cannon bone and fetlock joint. Put on bell boots when practicing.
2. Put the horse's tail in a braid or with tape.

3. Wear a helmet. They are required at all practices.
4. Follow all rules in the USPA handbook regarding sportsmanship and rider conduct toward other players and the horses.

When returning from riding you must follow the standard procedures:

1. Dismount and tie up the horse, put up the stirrups and loosen girth.
2. Undue the girth and release martingale and breast collar quickly proceed to release the breast collar on the other side. taking care to prevent the horse from being spooked with the saddle still attached to the bridle.
3. Remove saddle and girth, and put away in their designated places in the tack room.
4. Remove blankets and flip them upside down on saddle to dry.
5. Remove halter and undue curb chair, and throat strap.
6. Place halter around the horses' neck, and then proceed to take off bridle. When finished, place halter back on the horse.
7. Hang bridle in tack room with the reins, martingale, and breast collar secured on the throat strap.
8. Remove all other tack, wraps, bell boots, etc. Place each in their respective places.
9. Take horse to wash area and let water run on legs. Hose off back and butt and scrape when finished. Put horse away and secure gate. If it is too cold to bathe, brush horse thoroughly on back and legs.
10. Pick up all manure around polo unit, put away all brushes and tack, or anything else laying around.
11. Lock tack room and turn off or unplug all lights.

Feeding

Each horse should get one flake of hay. Load cart with one to three extra flakes. Place hay in bins and on manger. Most horses won't eat together so make sure there is at least six to seven separate hay flakes. *Do not throw food on ground unless absolutely necessary.* Check water levels and quality. While feeding, look for any horses that appear lame, ill or have any new injury.

Trailing

Load one horse at a time. Never put more horses in a trailer than allowed. Put all horses in facing the same way. If available, cover the horse's legs. *Never whip a horse for not wanting to load.* Make sure gate is locked and shut before leaving and ensure all lights and turning signals are working.

* * *

Chapter 8 - Code of Conduct

As a member of the Polo Team you are expected to conduct yourself in a manner that is respectable and safe to all other team members and all team horses.

As a member of the Polo Team you represent our team to all the University, which charges you to act responsibly in all things you do when representing our team. Your conduct to maintain the high reputation of the club and the safety of the horses should never be compromised.

As a member of the Polo Team you are expected to follow directions and guidelines set forth by the Board of Directors, and to respect other decisions of the Board and Senior Members.

As a member of the Polo Team you are required to follow all rules and guidelines of the Safety Plan. These directives will be conspicuously posted at the polo unit. Disciplinary action will result in failure to observe these standards.

As a member of the Polo Team you are a member of the greatest team in the school and we expect you to have fun and contribute to the success of the team on and off the field.

Please sign and date this Code of Conduct. All persons must read and sign the Code of Conduct before being allowed to participate in horse activities.

(Name)

(Date)

* * *

Chapter 9 – By Laws (Sample)

(School Name)
(City, State)

(Your Club Name) POLO CLUB BYLAWS

Article I. Preamble

Section A. The organization, _____ Polo Club, shall exist for the purpose of promoting equestrian activities, particularly with reference to arranging polo matches and polo practices for members and guests.

Section B. It is the intent of this organization to abide by pertinent State, University, ASI, and United States Polo Association regulations.

Article II. Purpose

Section A. The purpose of this organization is to:

1. Promote intercollegiate polo.
2. Promote interest in horses as related to polo.
3. Promote horsemanship, leadership, and teamwork in a competitive form.

Article III. Identification

Section A. The name of this organization shall be _____.

Section B. The organization shall be affiliated with the _____ College of (Agriculture?-Recreation?).

Section C. The organization shall be affiliated with the United States Polo Association (USPA).

Article IV. Membership

Section A. Membership is open to all students, faculty, or staff of _____ (Your School Name, City)

- Section B. Membership shall be classified as follows:
1. Active
 2. Associate (Social)
 3. Honorary
 4. Alumni
- Section C. Active members may be registered students. Only active members may vote, debate, hold office, or represent the organization.
- Section D. Associate membership shall be open to all faculty, staff, and graduate members.
- Section E. Honorary members shall be bestowed by a two-thirds vote by the active membership upon citizens of the community who have assisted in promoting the (School Name and City). Honorary membership shall not exceed 10% of the active membership.
- Section F. Alumni shall consist of any graduate of (School name and City, State)
- Section G. There shall be no discrimination on the basis of race, sex, religion, national origin, or sexual preference.
- Section H. This organization shall comply with the United States Polo Association regulations regarding safety and sportsmanlike conduct.
- Section I. This organization or any of its members shall not conspire to commit any act, which causes bodily danger, physical, or emotional harm to any member of the campus community.

Article V. Officers

- Section A. All officers shall have a minimum of a 2.0 (School Name) cumulative GPA at their time of nomination and during their term in office.
- Section B. Officers shall consist of President, Vice President, Secretary, Treasurer, (Dept.) Council Representative/Publicity, and Horse Manager. These shall constitute the Executive Committee.
- Section C. The duties of the officers shall be as follows:
1. The President shall:
 - a. Preside at all meetings.
 - b. Coordinate all active business of the (Club Name) Polo Club.

- c. Preside over the Executive Committee.
 - d. Be the delegate to the USPA.
 - e. Prepare paperwork to turn over to next-year's President.
2. The Vice President shall:
 - a. Assume all duties of the President in his absence, inability, or inactivity to carry out his duties.
 - b. Be responsible for updating the club roster of all active members.
 - c. Preside over special committees.
 - d. Prepare paperwork to turn over to next year's Vice-President.
3. The Secretary shall:
 - a. Regularly furnish any tournament news or club events that might be published in the USPA monthly newsletter.
 - b. Keep minutes of regularly scheduled club meetings and executive meetings.
 - c. Submit a year-end-report to the (Name Location) within two weeks after elections.
 - d. Prepare paperwork to turn over to next year's Secretary.
4. The Treasurer shall:
 - a. Take care of all bills, accounts, and any money brought into the club.
 - b. Be in charge of end of the year non-profit organization forms.
 - c. Prepare paperwork to turn over to next year's Treasurer.
5. The (Department) Council Representative/Publicity shall:
 - a. Take an active part in the (Department) Council and attend all (Department) Council general meetings.
 - b. Report to the (Name) Polo Club on the (Department) Council Meetings.
 - c. Make campus and community aware of (Name) Polo Club events.
 - d. Prepare paperwork to turn over to next year's (Department) Council Representative/Publicity.
6. The Horse Manager shall:
 - a. Be responsible for maintaining the horses.
 - b. Coordinate appropriate veterinary and farrier care of the horses.
 - c. Care for the equipment and tack for the horses.
 - d. Preside over the Horse Committee.

- e. Prepare paperwork to turn over to next year's Horse Manager.
- e. Maintain feeding plans and schedules.

Section D. Nominations for the Executive Committee shall be accepted from the floor prior to and including the election meeting.

Section E. Elections shall be conducted as follows:

1. The election of officers shall be directly after nominations and within two (2) months before the end of the (Starting Period) Quarter.
2. Elections shall be by secret ballot and by simple majority procedures. In the case of no majority, there will be run-offs between the top two candidates at the same meeting. In the case of no majority the second time, the President and advisors will vote.
3. 50% of the active members must vote in all elections.

Section F. The term of all officers shall begin in the (Starting Period) Quarter and extend for one year until new officers are elected in the following spring.

Article VI. Meetings

Section A. The (Name) Polo Club shall meet at least twice each month during each (period) quarter of the academic year for various functions called by the Executive Committee.

Section B. Roberts' Rules of Order shall be referred to for all parliamentary procedures not covered by these bylaws.

Section C. A majority of the Executive Committee and/or two-thirds majority of the active membership present at the meeting must approve all club functions.

Section D. Special meetings may be called by the President or two-thirds of the active membership.

Section E. Quorums for general meetings shall be 20% of the active membership. Executive Committee quorums shall consist of 75% of the executive members. Committee quorums shall consist of 75% of the members of that committee. Without a quorum, business (voting and finance) may not be acted upon.

Article VII. Committees

Section A. The following committees shall exist for carrying out or accomplishing the purposes of the (Name) Polo Club as mentioned in Article II.

1. The Executive Committee shall be in charge of the overall organization and its functions and planning. It shall consist of the (Name) Polo Club officers.
2. The Sponsorship Committee shall be in charge of fundraising activities and soliciting sponsorships.
3. The Horse Committee shall be in charge of maintaining the horses and related equipment.
4. The President may appoint special committees as the need arises.

Article VIII. Finances

Section A. Funds must be administered through the ASI account service and within ASI policies and procedures.

Section B. Funds shall be in the form of:

1. Contributions by the members of any of the activities.
2. Payment for any fundraising projects.
3. Membership dues:
 - a. Dues shall be \$__ per month exempting the shorter school terms of (Months – if any) September, December, and June.
 - b. Member fees may be raised due to unforeseen factors.
4. Donations or sponsorships from any member of the public.
- 5.

Section C. Funds may be expended by the President and/or the Treasurer.

Section D. All expenditures are subject to approval by the Executive Committee and/or two-thirds of the members present at the next general meeting.

Article IX. Standing Rules

Section A. Team membership eligibility shall be selected by participation in club activities, practices, and ability.

Section B. Team Captain and Co-Captain shall be selected between (Months) May and June for the following year.

Section C. Team members must have a minimum cumulative GPA of 2.0.

Section D. All outstanding bills and debts to (Name) Polo Club must be paid prior to eligibility.

Article X. Insurance

- Section A. Each participant is required to purchase a student health insurance plan providing for complete coverage of the student for both practice sessions and games or participants will be covered by an alternate insurance program.
- Section B. The advisor and the officers of the club as well as the ASI shall be assured to this coverage prior to practice and participation.
- Section C. Assumption of responsibility statements are to be obtained from every contestant. The statement is to be signed also by the parent or guardian if the participant is under 18 years of age.

* * *

Chapter 10 – Summer Horse Lease Agreement

The Lessor is presently the owner of a horse described as follows:

NAME:
BREED:
ID NUMBER:
COLOR:
SEX:

The Lessor desires to lease said horse to Lessee _____, for the purpose of

_____.

THE PARTIES hereto, in consideration of the mutual covenants contained herein, do hereby agree to the arrangement for leasing said horse as follows:

I. LEASE TERM

Lessors hereby leases to Lessee said horse for a term of _____, beginning _____, 200____, and ending on the day of _____, 200____.

II. ASSIGNMENT OF LEASE

Lessee shall NOT have the right to sub-lease said horse.

III. INSURANCE (optional)

The Lessee _____ maintain mortality insurance coverage in force on said horse for the duration of the lease agreement with the owner being named as beneficiary of the insurance policy in an amount of no less than \$_____. The insurance policy premium will be paid for by the Lessee_____.

Both the Lessee and the Lessor will be provided with proof of insurance at the time the lease commences. Should, in the event of the horse's death, the insurance carrier deem death of the horse not covered by the insurance policy, the Lessee will be responsible to pay the owner the amount of the policy if the cause of death is proven to be a result of gross

negligence on the part of the Lessee. Further, in the event of illness, injury, or death, the Lessee will have three immediate obligations in relation to the mortality insurance as follows: First, to call a veterinarian to attend to said horse; Second, to call the insurance company which insures the horse; Third, to contact the Lessor.

Date of last vaccination: [REDACTED]

Date of last shoeing: [REDACTED]

IV. CARE OF THE HORSE

Lessee hereby agrees to keep said horse in good health, giving due consideration to upkeep of shots, wormings, hoof care, and individual needs of said horse and to pay all expenses associated with such care. Veterinary expenses shall be the responsibility of the Lessee up to and no more than \$ [REDACTED] for the term of the lease. Veterinary expenses and care over the established amount will be the responsibility of the Lessor. Lessee shall maintain humane treatment and care, including clean and adequate stabling facilities, and regular exercise. The horse shall also receive proper shoeing from a licensed and skilled farrier. The Lessee further agrees to keep Lessor informed of the stabling location of said horse and the Lessor will have the right to inspect and approve the facility.

a. Conditions of Nature

I understand that: [REDACTED] Polo Club is not responsible for total or partial acts, occurrences, or elements of nature that can scare a horse, cause it to fall, or react in some other unsafe way. Some examples are: Thunder, lightning, rain, wind, water; wild and domestic animals, insects, and reptiles which may walk, run, fly near, bite, or sting a horse; and irregular footing on outdoor groomed or wild land which is subject to constant change in condition according to weather, temperature, natural and man-made changes in landscape. [REDACTED] (Lessor initial)

[REDACTED] (Lessee initial)

V. LESSOR'S REMEDIES ON BREACH

This Lease is subject to Lessee's performance on the covenants and conditions set forth herein. In the event Lessee defaults in performance on any such covenants or conditions, and the breach continues for more than [REDACTED] days, Lessor may, at this option declare the lease forfeited, enter the stabling premises, and remove said horse therefrom.

VI. REPRESENTATIONS

Lessor represents that said horse is in sound health and that there are no known illnesses, infirmities, or unsoundness, except:

THIS AGREEMENT is entered into in the state of _____ and will be interpreted and enforced under the laws of that state.

ACCEPTED: _____ Date: _____ Phone: _____
(Lessor, owner)

ACCEPTED: _____ Date: _____ Phone: _____
(Lessee)

Horses and their ID numbers:

Name	#
_____	_____
_____	_____

Chapter 11 - Co-Chair Club Member Duties

May

1. Get summer addresses of members, including prospective Open House addresses.
2. Continue to run practices for all new members
3. Prepare agenda for last meeting: horse lease, tack donations, etc.
4. Organize beach trips or social activities.
5. Work with Recreational Sports on new procedures and updating board in Recreational Center.
6. Create t-shirt for next year.

June – August

1. Send out fliers to all members about the club and when the 1st meeting will be.
2. Begin to organize publicity for fall quarter, work with PR Chair.
3. Set meetings for Fall Quarter (room reservation can be made through Student Life and Activities office)

September

1. Organize informational meetings.
2. Run the meetings.
3. Get all new members: phone numbers, e-mail, etc.
4. Set up a time all new members will be tested for riding ability and horse sense.
5. Run the new member practices/tests
6. Organize beginner practices (work with other Co-Chair)
7. Set up a phone tree and e-mail distribution list.

October

1. Continue to attend all beginner practices and keep in contact with trail riders.
2. Organize Christmas Party.
3. Continue to run and organize all meetings

November

1. Start to move good beginners to “a” team practices.
2. Inform all members about special activities and pre games.
3. Continue to run and organize all meetings

December

1. Make sure all members know when games are during Winter Quarter.
2. Although membership goes down in winter schedule meetings and encourage people to help exercise during winter.
3. Christmas Party
4. Set up meetings and times for next quarter meetings.

January

1. Run meetings.
2. Start working with PR Chair to get members involved with games (timing, scoring, horse grooms) on the weekends.
3. Work with PR Chair to advertise all games.

February

1. Run: Meetings.
2. Work with other Co-Chair to organize transportation of horses to Regionals.

March

1. Start to schedule new member recruitment meetings.
2. Contact past members to invite them back for spring.
3. Schedule meetings, make handouts.
4. Schedule Spring Quarter new member practices, trail rides, weekend events.
5. Have PR Chair make signs.

April - June

1. Run meetings, run practices.
2. Schedule end of the year banquet and events
3. Keep in contact with all members.

Chapter 12 – Co-Chair Team Duties

May

1. Get together with old officers to exchange binders and past info.
2. Get a list of the Teams summer phone numbers and addresses.

3. Schedule practices through June, make sure members take mallets home for the summer and work on their shots!
4. Set date for first officer meeting in the fall, best if before school starts.
5. Work with horse manager in finalizing any sale of horses and summer leases.
6. Work with Fundraising/Finance Chair to ensure money in account is transferred to following year account, and create donation fliers for people to put up at barns over the summer.
7. Make sure we are involved in WOW carnival the week before school starts, whoever will be here should have a booth and bring a horse.
8. Make sure all other Chairs have done their respective duties.

June – August

1. Keep in touch with team and try to get together over the summer to play, and give members phone numbers to clubs near their home.

September

1. Work with horse manager to ensure all horses are returned and are in practice condition.
2. Start to solicit donations (if necessary) of horses and tack from SBPC.
3. Meet with Rec Sports to find out responsibilities of clubs (Charter forms, officer lists, etc.)
4. Have officer meeting, accomplish the following:
 - Set up officer meeting for the quarter, every two weeks, member meetings every three weeks or as needed. Fill out Form 81 in SLAC office to reserve room.
 - Give each person any duties that Rec Sports has assigned accordingly.
 - PR Chair should make fliers for meetings, put out sandwich boards on campus, and go to the ANSI 144 class to talk about club.
 - Fundraising/Finance Chair should report on balance and start an accurate record of all dues received and all bills paid.
 - Work with Chairs to establish price of dues.
 - Co-Chair (Membership) should get together handouts and sign up lists for first meeting. They should be ready to lead and facilitate all new members.
 - Establish when practice times will be. - A-team/B-team
 - Talk to coaches and let them know about practices

October

1. Start to set up pre season games, make sure all forms are filled out with Rec Sports
2. Start to talk with Field Director about a clinic on a weekend.
3. Take all members to the Pacific Coast Open.
4. Make sure each team member fills out USPA membership and that the clubs dues are paid to the USPA

November

1. Make sure all Chairs are attending meetings and B team practices.
2. Plan and organize Christmas party with officers
3. Make sure teams are practicing.
4. Complete USPA packet that is sent to you by the Field Director.
5. Make reservations for Regionals at hotel.

December

1. Make sure all games are scheduled for winter quarter and that all members know the dates and locations.
2. Give game schedule to PR Chair and have posters made.
3. Make sure horses will be taken care of (fed, shod) and exercised over break and they will be playable for games.
4. Christmas Party

January

1. Ensure there is transportation and umpires for all games.
2. Have score sheets, timer, scorekeeper, and umpire for any game we host.
3. Make sure you have maps to other schools available to members, and that other schools have correct directions and lodging while at CP.
4. Schedule practice (talk to Randy)
5. Fill out all required forms through Rec Sports.
6. Return all scores and game info to Rec Sports after the events.
7. Make sure that all equipment for games is transported: tack, jerseys, score sheets, mallets, hay, etc.

February

1. Same as above
2. Keep track of horses played at other schools (ie – which horses played well, good, or bad)
3. Make sure grooms are present at games and that all team members are helping run games.
4. Get schedule for Regionals and organize transportation, hay, and hotel reservations. Basically tell people what is going on (when they have duties, when horses need to be tacked, fed, watered, stalls cleaned, time to arrive at barn, etc)

March

1. Give horses a break after Regionals
2. Big officer meeting to plan spring recruitment.
3. Organize a tack cleaning and unit day.
4. Plan Alumni weekend.

April

1. Start practices for returning team members.

2. Open House event sign ups
3. Alumni weekend.
4. Officer Elections
5. Work with next officers.

* * *

Chapter 13 - Public Relations

Chairman Duties

May

1. Put up signs about practice times.
2. Advertise "End-of-the-Year" Banquet

June – August

1. Make donation fliers, distribute to members before they leave for vacation.
2. Visit clubs if possible and introduce yourself
3. Make signs about first meeting of the year.
4. Set up booth for the WOW Carnival. You are in charge of all events and the club's representation.

September – December

1. Distribute flyers about first meeting, practices, tail rides, etc.
2. Update board in Ag Building, Rec Center and start an e-mail list that can be used to communicate events. (See list from last year.)
3. Publicize any events that the club has planned.
4. Make fliers for all the general meetings, call members.
5. Attend Ag Council Meetings

January – March

1. Create a poster with all games and locations. Post posters around school.
2. Attend Open House meetings.
3. Update the boards in Ag Building and Rec Center
4. Advertise. Advertise. Advertise.
5. Attend Ag Council Meetings

April – June

1. Post signs about the Spring Recruitment
2. Advertise trail riding and polo
3. Advertise the "End-of-the-Year" Banquet
4. Attend Ag Council Meetings
5. Prepare paperwork to hand over to next year's PR Chair

* * *

Chapter 14 - Horse Manager Duties

May

1. Collect all horse lease agreements
2. Make sure horse files are up to date
3. Make sure inventory is done and people give deposits for tack.
4. Ensure all horses have homes for the summer.

June – August

1. All horses will be gone so call each owner to make sure everything is OK and find out when horses are coming home.
2. Talk to shoer and hay suppliers about September, make sure we have a shoer (affordable)

September – April

1. Set up calendar for the quarter for worming, vaccinations, and shoeing.
2. Call shoer and set first shoe date, make sure you are there to meet shoer and you catch all horses.
3. Call hay supplier and set up delivery schedule.
4. Organize people to feed.
5. Doctor all horses!!!! It is your job to care for the horses. You will know them the best and should be communicating with the Vet at all times. Make sure that others know how to get a hold of the Vet but that you meet them.
6. When doctoring a horse make sure to read all labels about meds and prep.
7. Keep horses in competition condition. You should be up at the horses every day, even if you don't feed. (It makes club members feel secure and horses like consistency)
8. Ask for help before it's too late!
9. When a horse gets even a small cut, clean it, and keep your eye on it. Small cuts can easily get infections!
10. Find your vacation feeders early! Make sure they have emergency phone numbers and can properly care for a horse if on meds.
11. Keep accurate records of all injuries, shoeing, vaccinations, and worming.
12. Keep tack room, hay bin, and the polo unit neat and tidy, make any repairs or fix anything that needs fixing.
13. Let others know if a horse can't be ridden.
14. Be available for all professionals, be available when horses are being transported, try to transport with them.
15. Make sure vet supplies are brought to all traveling events.
16. Set up bridles and tack for each horse.
17. Be the expert on each horse.

Chapter 15 – Horse Donation Program (SAMPLE)

Va. Polo

1082 Forest Lodge Lane
Charlottesville, Virginia 22903
Center: (804) 979-0293
Fax: (804) 979-7656

Donating a horse to the **University of Virginia**:

When you donate a horse you need to provide some basic information:

- Your Name
- Address
- Phone
- Horse Name
- Age
- Color
- Sex
- Value you intend to claim on your return

You will need to turn over physical possession of the horse to an agent of **Virginia Polo**.

For your Tax Return:

Option 1: Claim \$4,900 or less on your tax return. Save the receipt we send you for your records.

Option 2: Claim an amount over \$4,900 on your return. Obtain two independent appraisals of the value of the horse to send in with your return. Receive signed Form 8283 from us to send in with your return. Save the receipt we send you for your records

WE DO NOT AND CANNOT SET A VALUE ON YOUR DONATION.

IF WE SELL A HORSE WITH A DONATED VALUE GREATER THAN \$4,900 WE MUST REPORT THE DISPOSITION TO THE INTERNAL REVENUE SERVICE. Usually horses of a donated value greater than \$4,900 last us for more than two years.

Contact:

Dana Fortugno (804) 979-0293 or fax (804) 979-7656 or email virginiapolo@aol.com

* * *

Chapter 16 – Horse Retirement Policy

Although we are not providing a policy herein, it is suggested that one be developed or at least a set of guidelines as to what expectations of retirement will consist of. Considerations include:

1. Sale
2. Donations
3. Trade

* * *

Chapter 17 – Sample Curriculum

Collegiate Program 2001 – 2002

Price per student per semester.....	\$475.00 payable in full in advance (No payment plan available)
Session length.....	October 1, 2001 to April 1 2002
Sessions.....	3:00 pm to 6:00pm (students to show up at 2:30 to begin getting horses out, groomed and tacked up.) Tuesdays, Thursdays and Sundays (play days) Wednesdays, Fridays, Saturdays (exercise days when needed)

Every element of polo, from the fundamentals of horsemanship to hitting techniques to game strategy, is introduced in an arena polo format.

We provide the horses, tack, mallets, & whips.

Students must supply their own helmets, riding boots, or paddock boots. Gloves, goggles & knee guards optional but suggested.

First Semester Course Content

During the first semester course, each student will be instructed on the following:

▶ **Horse Preparation Specific to Polo**

Proper polo wraps, required polo tack, tying a tail, roaching a mane, pre-game maintenance, post game maintenance

▶ **Riding Skills**

Double-rein handling, rollbacks, proper polo seat, proper use of a polo whip or spurs, and other basic schooling methods geared toward polo

▶ **Hitting Strokes, Defensive & Offensive Tactics**

Forehand, backhand, off-side, near-side, neck shot, tail shot, hooking, ride-offs, etc..

▶ **Polo Terms and Rules**

Basic rules & safety, understanding Line of the Ball & right of way, fouls & penalties

Second Semester Course Content

During a second semester course, the students will learn to fine tune the skills used in their first semester, as well as learn the following:

▶ **Polo Tack**

Why and when to use draw reins, drop nose bands, different bits, lower leg protection choices

▶ **Polo Tactics (more advanced)**

Drawing a foul, forcing the line, using the wall, team strategies (cont.)

▶ **Veterinary Care for Working Polo Ponies**

Lower leg injury detection, sweat wraps, standing wraps, hosing & icing legs, detecting signs of colic or tying-up, graining a working horse, shoeing for polo ponies

▶ **The Basics of Choosing or Creating a Polo Pony**

Preferred breeds, preferred confirmation, undesirable traits, teaching your own horse polo skills (using school horses)

▶ **Intercollegiate Games**

Dates to be announced (arranged around the club chukkar schedule)

▶ **Regional Collegiate Finals and possibly National Collegiate Finals**

Regionals: Feb. 22nd to 25th, Finals TBA

During this second semester course, we will view & discuss taped games of yourselves playing, as well as have a few clubhouse sessions viewing other polo tapes to review fouls, tactics & strategies.

* * *

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