



## General Exposition/Demonstration Guidelines for The Lippitt Club & Its Members

### Bearing in mind the Purpose of the Lippitt Club

1. To preserve the genetic purity and the original type that have been achieved through inbreeding and line breeding the Lippitt Morgan.
2. To improve, promote and perpetuate the Lippitt strain of Morgan.
3. To cooperate with the AMHA Inc. in promoting the Morgan.
4. To provide a unified voice and effort in support of the Lippitt Morgan.
5. To promote good fellowship and sportsmanship among Lippitt Club Members

### ½ Lippitt Participants

Attempt to fill stalls with full Lippitts first but do not rule out the option of having ½ Lippitts there vs. an empty stall. If the desired number of full Lippitts will not be in attendance, ½ Lippitts should be made welcome to fill the stalls. The deadlines need to be reasonable and attainable so that no one is rushing to prepare.

### Hospitality Stalls

Purpose: A club oriented area for someone to sit, acquire further info, talk more about horse activities the Lippitt has been involved in over the years, acquire more club info, possibly do membership recruiting, have a tape playing depicting Lippitts "doing" in the outside world (trail competitions, Morgan circuit, open shows, fun stuff). Friendly, group oriented, and a sense of camaraderie. Chairs or benches, hot drink, chocolates or mints. Pictures showing the similarities among the sub families could be presented in simple form, a map of where the Lippitts could be found either in this stall or out at the booth. Create a level playing field for all participants this way. We draw the public to the horses and let them see all the Lippitts there at the exposition. Ask Lippitt owners without horses in attendance or youth members to act as greeters. Help teach & encourage the youth to cooperate with each other on promotion of the Lippitt AS A WHOLE this way. Have a sheet to help rotate directing the visitors to different Lippitt owners there at the event. Something like "Would you like to meet a Lippitt? Please come with me and let me introduce you to Joe Owner & their Lippitt!"

### Safety Guidelines

1. All horses must be in hand on a lead when outside of the stall. Stallions - lead shanks or bridles required when out of their stalls for proper control and/or restraint
2. Any aggressive horse behavior must be dealt with immediately. Unruly horses will not be tolerated.
3. Keep your horse away from other horses at all times.
4. When a stall is occupied and the door is open, an attendant must be at the door.
5. Whenever a horse is moved between buildings or through the inside of a building or any congested area there shall be one person leading the horse, one attendant walking in front of the horse clearing a path and verbally alerting the public that a "horse is coming through" and one attendant walking at the rear of the horse. Each horse owner, trainer or designated agent will be responsible for providing the 3 individuals required to move a horse through any building or any congested area.
6. Horses should be shown to spectators in the stall to prevent blocking the aisle way.
7. Only horses that are manageable and safe to participate in a public event with large crowds and large numbers of horses may be brought to the event.
8. No one other than the owner of a particular horse, the trainer of the horse, the owner's designated agents, or a designated clinician may handle or ride the horse while at the event.
9. All exhibitors are expected to fully cooperate with the rules/guidelines of the event and their representatives.

10. Violations of any of the above guidelines should be reported immediately to the manager/overseer of the group and/or an event representative.

### **Guidelines for Conduct in the Barns**

From the LC Bylaws: To provide a unified voice and effort in support of the Lippitt Morgan.

To promote good fellowship and sportsmanship among Lippitt Club Members.

Behaving in a sportsmanlike manner (acting in fairness, self control, and good manners)

Lack of compliance will result in deferment to The Lippitt Club's Grievance Policy and Procedures and the expo facility agents.

### **Guidelines for Conduct in the Booth**

It's vital to the Club to provide a unified voice and effort in support of the Lippitt Morgan, and promote good fellowship/sportsmanship among Lippitt Club Members

When answering questions like "Why is the Lippitt different than other Morgans?," it's important to state that "The Lippitt is a Family within the Morgan breed." By stating it this way, no one steps on the toes of another Morgan person and we stay within our TLC Bylaw,

ART. II-C. To cooperate with the AMHA, Inc. in promoting the Morgan Horse

Art. II-D. states: To provide a united voice and effort in support of the Lippitt.

Art. II-E states: To promote good fellowship and sportsmanship among Lippitt Club members.

As representative(s) of the The Lippitt Club, one can and should be able to tell why this family is different.

However that should be done with tact so as not to put down other Morgans. As such they should behave in a manner that promotes ALL Lippitt Morgans, not just one specific farm or program. Bad mouthing other breeders, their horses, or programs - be it Lippitt or other lines - should in NO WAY be practiced OR have to be tolerated by other members. What should be done if these guidelines are not followed? Lack of compliance will result in deferment to the Lippitt Club's Grievance Policy and Procedures and the expo facilities' agents.

### **Attire at the Booth**

Members are encouraged to wear black/dark pants with either Lippitt Club t-shirts or sweatshirts, and/or coordinate with other members/volunteers to wear matching colors and personify an organized, professional organization. Sloppy, un-tucked appearances should be avoided. (It is understood that the climate in the expo area may be a factor.) Consider wearing badges or name tags.

### **Attire in the Demo**

Participants, headers and tailers should wear attire applicable to the discipline they are representing. No t-shirts, jeans, sneakers or sweatshirts should be worn; a professional appearance is very important.

### **Demonstrations**

Demos are a very important and popular part of any exposition. They are generally 10 to 15 minutes long and are one of the best opportunities for members to demonstrate the versatility, conformation, gaits and special qualities of the Lippitt.

It is extremely important to select horses that will demonstrate varied disciplines, such as huntseat, saddleseat, western, carriage and fine harness, as well as in-hand. Consistent performers that are properly schooled/trained with exhibitors that are thoroughly acquainted with all the rules of their particular discipline will only be a credit (versus a detriment) to the entire breed. The horses participating should be accustomed to entering indoor arenas, participating in parades, and be accustomed to loud noises. Participation in demonstrations and promotions are a privilege and should be viewed / treated as such.

If possible, elect a coordinator (who is not participating in the demo) to facilitate the proper line up of horses for entry into the arena.

Important Items:

1. Prepare a script (with music?) to be read by an announcer. Include a list of all demo participants and horses. Be sure the script and demo information is clearly marked with the Club's information, date and

- time of the demo. Be cognizant of the deadline for submitting the script to the staff of the exposition!
2. Consider equipment needs (jumps, props)
  3. Be sure all participants are aware of the starting time and their role in the demo.
  4. Practice makes perfect! Utilize any opportunities to practice the entire program if possible before entering the actual demonstration.

NOTE: Headers and tailers must be present whenever a horse is moved from one area to another.

### **Attire in Barn C**

While a consistent theme/color for all participants would be ideal, it is not always feasible with weather conditions and handling horses. It is however, important for all participants to dress appropriately and professionally, or possibly with a theme of LC t-shirts, sweatshirts, or show jackets with dark pants.

### **Management/Procedures in Barn C**

All participants should be made aware of the guidelines set forth for the exposition prior to arrival. Consider electing and empowering a “Barn Manager” for participants to communicate any questions or concerns to. This person should have a good understanding of the Club’s policies and Bylaws, as well as those of the exposition they’re attending. The Manager should, when needed, contact an expo employee for assistance with handling any activities/behavior that do not meet expo guidelines or policies.

Consider use of a Sign Up Sheet, maintained by the Barn Manager, for helpers to head or tail horses when moving them.

### **A Color Theme/Tie In for all Lippitts in Barn C**

Consider a color theme for stall curtains that would unite the LC participants all as one group. Same color valances are an idea; matching signs for horse names and owners? “Please do not touch” to ensure against liability. Lippitt Club Member signs on each stall door?

### **Contents of the Booth**

Members are strongly encouraged to work together to develop creative and effective exhibits/displays to promote the Lippitt Morgan. Reference to prior designs, knowing what has worked at other venues can be helpful. Be prepared; refer to the Lippitt Club Booth Setup Checklist for guidance. Contact the care taker of the Publicity Kits well in advance to find out what may be available for handouts, signs, etc.

A TV/VCR Combination and videos of Lippitts in action can also be an eye-catcher for passers-by, or a lap top with a DVD or picture slideshow continuously running.

Find out from the decorating service company what the color scheme will be for back drops, table coverings (if supplied) as well as table sizes (if supplied), # of chairs (if supplied) to coordinate as such. Consider ideas for hanging pictures, etc. Determine the size of the booth and sketch out ideas in advance to be sure it makes sense and will be feasible.

Try to keep sales items separate from free handouts, and keep extra supplies of such items easily accessible (and labeled!). Inform volunteers of the location and general procedures, or have the information listed on a document for their reference.

Think about your audience and what sells well (get feedback from prior participants at similar venues). Smaller items? Books? Copies of photographs? Contact the Sales Committee well in advance to request items to put out for sale and arrange for their delivery to the venue.

Consider printing a “coupon” to entice people that visit the Booth to go see the Lippitts in the Barns. “Visit the Lippitts in Barn C to get a Free Gift!” The gift could be a pin, pencils, that kind of thing.

Consider having Pins/Buttons to Wear “Ask me about my Lippitt” for volunteers to wear at the Booth and in the Barns.

### **Raffles/Giveaways**

Contact the demo coordinator for approval of any raffles. Consider doing two; one with an adult theme, one with a child's theme. Include items such as a stuffed horse, a T-shirt, a mug, a stickie pad, tote bag, post cards, literature about Lippitts with a free membership, historical photos, a Lippitt Lore book, Membership directory, Stallion Directory, tack items, grooming supplies. Some states require a special license to do raffles or drawings from ticket sales would need to be checked on and obtained ahead of time if needed. Cost of tickets dependent upon value of items?

### **Possible Incentives to bring in New Members**

Consider (and discuss with The Lippitt Club Board) offering a special First Year LC Membership at a 25% discount, valid only if the person signs up at the event. Or, offer a free mug when they sign up for a Membership at the event. It isn't hard to encourage new people to join as members, especially in an expo atmosphere; those manning the booths should encourage membership more.

### **Recruitment of members to man the Booth**

Start recruiting early! Utilize the LC Newsletter, e-mail, website and LC functions. Make a list of people that attended venues in years past but didn't bring horses. It is recommended that 2 people man a booth at any one time.

### **Goals of attaining new memberships for the Club**

Possibilities to Consider ~

Determine a goal or game plan to go with each project.

If exhibiting at an event, like Equine Affaire, the AMHA Convention, any exposition, the goal of the people going could be to come back with something tangible, like 5, 10 new club memberships. People should be focused on getting those objectives, encouraging new people to join the club, give them a membership form, help them write out a check! That would be new revenue, new blood, and measurable results. Think about making the expenditure of the club with a tangible return. Returning from an expo with 30 new members at \$20 each offset the cost of participation by \$600, making the promotion essentially free, plus you have 30 new members; a 10% increase in membership in just 2-3 days time.

Other suggestions/ideas ~

Create Lippitt FAQs brochure to answer the following questions

What is a Lippitt

What is the difference between a Lippitt and other Morgans

What can a Lippitt do (anything you ask it to!)

Where are Lippitts located

Compiled by Heather Pinet based on input from the following Lippitt Club Members:

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