

County Directors

Requirements - Expectations

Getting Started



Email the State Director Chair your address and contact information.

- Information will be posted on the website
- Printed in the newsletters



Request a current county members from the Membership Chair.

- Updated list will be provided on a quarterly basis in PDF format



Contact the Trail Stewardship Coordinators.

- Organize a Trail Stewardship Workshop (contact PEC's Trail Coordinator)
 - Learn how to set up trail cleanups and how to work with DCNR.
 - Contact state parks or state forest offices to be involved with the workshop



Develop a county contact list and consistently update

- Tack shops
- Feed stores
- Veterinarian offices
- Contact county riding or showing groups
- County Fairgrounds
- County 4-H clubs
- Boarding barns
- Check out bulletin boards
 - TONS of contacts can be found on these boards

These contacts will be people you will want to invite to meetings and invite to join the PEC.

They will also be the people you'll need to contact if the PEC needs to send out information on a horse-related issue or event.



Be sure to assemble an email address book on all the contacts on your listing.

Refer any questions to the State Director:














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(610) 845-0954

COUNTY CHAPTER REQUIREMENTS

-  The General Membership shall be organized into local County Chapters functioning independently, and at the same time collectively with the PEC, who shall be the Parent Organization.
-  A county becomes a Chapter with the holding of an organizational meeting, and the submission of an application for the creation of the Chapter, and the written approval of the Chapter by the State Director Chair.
-  Acceptance of a County Chapter shall be realized by their approval of the By Laws and Policy section of the Guide Manual of the PEC.
-  Only one (1) chapter may exist at one time in any given Pennsylvania County.
-  Chapters shall be known as (name of county) Chapter of Pennsylvania Equine Council.
-  Membership in the PEC shall earn the member the privilege of participating in the local Chapter of their choice, regardless of residence.
-  A County Chapter may open a bank account if they so desire. They will obtain a Chapter employer identification number (EIN) prior to opening an account in the name of the chapter.
-  County Chapters shall keep minutes and treasury reports at all Chapter meetings and submit yearly treasuries report to the State Treasurer at the end of each physical year.
-  Said minutes shall be the property of the County Chapter, but when necessary subject to review by the PEC Board of Directors.
-  Membership Incentive: County Chapters will receive an incentive based on 20% of all new or renewed memberships (this does not include coverage paid on Plus memberships) paid on an annual basis.
-  A County Chapter may establish committees they deem necessary.
-  A County Chapter may be terminated by majority vote of the State Board where the State Board determines a County Chapter has caused, acted, or performed an act unbecoming or in contradiction to the purpose or goals of the PEC.
-  The County Chapter network is a cornerstone vital for the growth and strength of the Pennsylvania Equine Council. The network exists for the smooth flow of communication between the Pennsylvania Equine Council Board of Directors and members-at-large.

COUNTY CHAPTER MEETING GUIDELINES



Choose a meeting date (*recommended: weekday evening*).



Choose a location- (saddle club, fire hall, restaurant, some place that will hold 10 to 30 people or more) and provide some light snacks

- Neutral & centrally located
- Choice of a restaurant as a location, invite everyone to come in earlier for dinner



Invite a guest speaker.

- Farriers, vets, trainers, feed companies, etc., all make good speakers and will usually speak for no charge, especially if they reside or have their business in your county.



Prepare fliers and/or postcards for your meeting.

- Post meeting fliers at your county's tack shops, feed stores, tractor supply stores, vets' offices, show grounds, boarding stables and on social media.
- Postcards should be mailed two to three weeks prior to the meeting date.
- Emails should be sent at the same time and then a 2nd email sent out a day or two before
 - ALWAYS send an email to your own email address
 - Then list the invitee email addresses in the BCC (Blind Carbon Copy) header. (*If BCC doesn't show up as a choice in your email message screen, click on "VIEW," then click "SHOW ALL HEADERS"*).



Contact the State Director Chair and request the meeting be posted on the PEC web site under the Events section. PEC website address

<http://pennsylvaniaequinecouncil.org/>

COUNTY CHAPTER MEETING GUIDELINES

Tips:



The subject line of an email enter the meeting information.

Example: Butler PEC Meeting Friday, 01-19-20; 6:30 dinner; 7:00 meeting



Avoid sending attachments –attachments from unknown sources are seen as a virus threat and are deleted without being read. Instead, copy and paste your flier into the body of the email.



Call and invite friends to the meetings. Request that they bring guests to the meeting or ask if they would reach out to people in their area that own horses.



Check into placing an inexpensive ad in the classified section in the local newspapers. Some newspapers will print meeting announcements for free. Be sure to find out your local newspapers' publishing schedule (some require meeting notices 2-3 weeks prior to the meeting date).



Contact your local radio stations about having the meeting announced (usually free) during the “What’s Going on in the Area” segments.



Create a Facebook event for your meeting.



Any marketing materials (flyers or ads) need the approval of the Executive Committee prior to being distributed. This approval is needed to ensure the views of the PEC are being accurately represented. Contact the Stair Chair Director, gailrobin52@aol.com, on the best way to send in the items for approval.

COUNTY CHAPTER MEETING GUIDELINES

Flyer Content:

Pennsylvania Equine Council (insert your county name) County Meeting

Time:

Place: *(be sure to also include an address, people will be able to mobile device to find location)*

Guest speaker & topic:

Person or Persons to contact for more information

- ✎ You may want to put tear off tabs on the bottom of the flier for people to remove the contact info to take with them. Or provide multiple copies of the flier.
- ✎ Email a copy of the flier to the State Director Chair so your event flyer can be approved and placed on the website.

COUNTY CHAPTER MEETING GUIDELINES

The Organizational Meeting



Explain what the PEC is all about.

- Include the PEC Mission Statement.
- Provide information on the PEC –indicating we are the states’ only recognized equine council and we embody the industry in Harrisburg and Washington DC



Give a background on current equine issues

- Research the PEC and American Horse Council’s websites for the most up-to-date topics



Explain that this is the organization meeting.

- Introduce yourself as County Director
- Provide an opportunity for volunteers to become officers of the County Chapter.
 - You may or may not receive any volunteers at the first meeting. That is ok! You can operate without them (continue to ask at each meeting - more people will help you!)



Discuss setting up committees that mirror the state council committees.

- Request for volunteers interested in heading-up any of the committees.



Introduce PEC Trail Stewardship Coordinator (if attending the meeting)

- Have them give a short talk explaining the program and
- Ask for volunteers to help with trails in the county.
- Provide the information on the 1-day and 3-day Trail Stewardship Workshops hosted by your chapter.











Complete the Application form for County Chapter Status; then send to the State Director Chair.



- Application form is in the manual’s Resources section.

COUNTY CHAPTER MEETING GUIDELINES

For the Meetings:

-  Each meeting prepare a sign-in sheet.
 - Sheet should contain spaces to include: names; address, phone, and email.
 - Provide a section to indicate whether or not they are a PEC current member.
-  Prepare the meeting agenda
 - A meeting agenda outline example is provided for you to use.
-  Obtain the latest PEC Board Meeting minutes available from the State Director Chair.
-  Print out any emails forwarded from the American Horse Council.
-  Print out any emails forwarded to you from the State Director Chair or other PEC Board members
-  Be on-top-of any county announcements about upcoming shows, rides, clinics or other horse events
-  The PEC Board of Directors is here to help you – any one of them can attend your meeting just to be a resource for you or they can be the guest speaker.
-  Have the next meeting date planned so it can be announced at the end of the meeting.

During the Meetings:

-  Follow the meeting agenda
 - Remember to keep control of the meeting.
 - It is up to you to keep the members discussing the topic at hand and to keep the meeting moving forward at a decent pace.
 - If a discussion gets too lengthy you can interrupt to ask if it could be discussed further at a later meeting.
 - If it is an inappropriate discussion (or about another topic or people are just rambling), interrupt and state that you would really like to stay on track to get everyone out of the meeting at a decent time and nicely suggest or ask that the conversations be continued after the meeting.
 - Practice your tact here! You don't want to make anyone upset, but you do need to keep control of the meeting.
-  County Secretary report the minutes from the previous meeting
 - Copies of the minutes n be emailed to the State Director on a regular basis

COUNTY CHAPTER MEETING GUIDELINES

During the Meetings: continued



County Treasurer report any funds in the county treasury

- Copies of the reports should be emailed to the State Director Chair on a regular basis.



Committee Reports

- If you have not set-up any committees, this would be a great opportunity to suggest creating ones.



Old Business – should include any prior discussion from prior County Chapter meetings

- Summarize issues discussed by the PEC Board of Directors
- Include any emails passed on to you from the American Horse Council



New Business – will be topics or concerns brought to the meeting

- Bring up any new issues discussed by the Board of Directors,
- Discuss anything equine new in the county that is happening,
- Provide an opportunity for members that may have any new business they'd like to discuss



Guest Speaker or Program

- Introduce the speaker and the topic
- Allow enough time in the meeting for any questions members have
 - You will need to discuss, prior to the meeting, with the speaker the length of time allotted for the presentation.
 - Keep in mind that too long of meetings is detrimental, as is very short meetings.
- If the speaker has materials or business cards, be sure to distribute them.
- Thank speaker for coming and welcome them to come to future meetings



Announcements should be made for the county related to horse events

- Be sure to ask those attending if they know additional events in the area such as:
 - Tack swaps
 - 4-H Horse Club shows
 - Expos



Invite those in attendance to join the PEC

- Provide membership applications on hand to distribute during the meeting

Meeting Attendance



Document meetings and attendance in a method that you find will benefit your chapter.



Minutes from meetings should include a roster of those in attendance.

MEETING AGENDA EXAMPLE


1. CALL MEETING TO ORDER
2. WELCOME & INTRODUCTION (Introduce yourself as the PEC County Director)
3. READING OF MINUTES
4. TREASURER'S REPORT
5. CORRESPONDING SECRETARY'S REPORT (If chapter has position)
6. COMMITTEE REPORTS – If applicable
7. OLD BUSINESS
8. NEW BUSINESS
9. PROGRAM – Guest Speaker
10. ANNOUNCEMENTS
11. OTHER BUSINESS
12. ANNOUNCE THE NEXT CHAPTER MEETING
13. ADJOURN


NOTE: Expenses for your meeting can be reimbursed by the State Treasurer (postage, copies, etc.) until you have your own county bank account with funds has been established. The PEC does not reimburse costs for renting a facility.

Remember to always ask for input and/or discussions for future topics (guest speakers) from your members during the meeting.


If people have questions and you don't know the answers, let them know you'll find out the answer and get back to them.

ELECTING COUNTY CHAPTER OFFICERS

 Any current PEC member of your county can be an officer.

 County officers include but are not limited to:


- Director (President)
- Secretary (Corresponding and/or Recording)
- Treasurer


 Once the County becomes an official Chapter (submission of the required form), the Director position becomes an elected position after one year (term runs Jan 1 – Dec 31), according to the PEC's By-Laws.


- At the county chapter's fall meeting, nominations for others who may be interested in the officer position must be taken. The Secretary will note all nominees, and the PEC members present at the meeting will vote.

 The elections should be held in confidence by use of a ballot or nomination form.

- Ballots are distributed, collected, and read aloud by the Secretary or Treasurer.
- The candidate receiving the most votes is the new Director.
 - The new Director will take over beginning January 1.
 - The existing Director will provide the Director Manual and any other paperwork to help provide a cohesive transition to the new Director.
 - The Director and other officers can serve as many terms as the membership elects them.
- Nomination example form follows for your convenience.

 Report newly elected officers of any type to the State Director Chair

 Most counties will select officers right away at the introductory meeting.

 Once you have officers, begin organizing and selecting committees and chairpersons to run the committees.

NOMINATION FORM

It is time to nominate officers for our county. As an up-to-date paid PEC member, you can nominate any current PEC member of our county for one of the offices below:




County Director	
Co-County Director	
Recording Secretary	
Corresponding Secretary	
Treasurer	

Chairs for committees are not elected positions, but appointed by the officers. Please provide your suggestions on a committee person. *(Edit these committees to reflect the needs of your county chapter).*




Fund Raiser Chair	
Legislative Chair	
Membership Chair	
Newsletter Chair	
Marketing Chair	
Trails Chair	
Directory Chair	

COUNTY COMMITTEE GUIDELINES







Directory Committee

-  Updates and accumulates a list updated of equine business, associations, clubs, trainers, breeders, auctions, veterinarians, equine dentists, equine alternative medicine practitioners, equine owners, schools and colleges, etc. in the county.
-  Works with the Membership Committee on an equine email database
 - Allows the County Chapter to quickly communicate issues that need immediate response.
-  Provides a copy of directory to the State Directory Chairperson.

Fund Raiser Committee








-  Organizes fund raising projects for your County Chapter
 - Tack swaps, fun shows, clinics, seminars, dances, an equestrian cookbook
-  Provides promotional material that promotes the PEC during these events.
 - Contact the PEC State Booth Chair for availability of PEC Booth and available handouts, at least **one** month in advance of event.
-  Works with the Publicity and Membership Chairs to recruit volunteers to staff any table or booths.

Legislative Committee






-  Appoints an individual or individuals to be in communication with each elected official in the county.
 - Provide officials with information and the position of the PEC on all equine-related legislative issues.
-  Monitors legislation as it pertains to equines on the **county** level.
 - Forwards all issues to the PEC State Legislative Chair
-  Prepares a current list of all county, state, and national legislators.
 - Monitors the legislators support, or non-support, on equine bills
-  Stays abreast with all elections within the county.
-  Maintains a record of all available laws as they pertain to the equine industry in the county.
-  Develops means of being informed of new ordinances being proposed in your county as pertaining to the equine industry.

COUNTY COMMITTEE GUIDELINES

Membership Committee












-  Maintains an up-to-date list of all county members.
-  You may request a list anytime from the PEC Membership Chair.
-  Compiles and maintains an original equine community email database for your County
-  It is recommend the same management software as the Pennsylvania Equine Council be used (PDF or Excel - if you do not have one of these programs contact State Director Chair).
-  Works with the Fundraising Committee/Chair to recruit volunteers to staff any table or booths at a fundraising event.
-  Supplies committees with membership information, broken down as per their requirements for a given task.
-  Works with Marketing Committee to contact and invite local riding clubs, 4-H groups, extension office personnel, etc. to attend meetings.

Newsletter Committee

-  Prepares articles and photos for the PEC State Newsletter (can be county events, county news or other researched articles). Send to State Director Chair.
-  Can create a local county newsletter or email newsletter to send to members and/or other interested parties (can update local riding clubs, local Penn State extension office, County Park or game commission personnel, 4-H clubs, county horse businesses, etc.). Must send to State Chair to review before sending out to members.
-  Sells ads to cover the cost of the county newsletter (if necessary). Any fees incurred in publishing a newsletter must be paid by funds from your County Chapter treasury. You may not turn in any bills to the State Council, including postage for this venture.
-  Check with all your County Committees for news they may want in the newsletter.
-  Submits county news to the PEC State Director Chair for posting on the PEC website.

COUNTY COMMITTEE GUIDELINES

Marketing Committee









-  Publicizes and promotes the Pennsylvania Equine Council.
 - Suggestions on “How to Do a Press Release,” are included in this section.
-  Sends out information to people interested in joining PEC.
-  Works with all county publications and media to promote equine issues and activities, such as fundraisers, legislative, trail, and safety issues, etc.
 - Contact the PEC State Director Chair for help with press releases.
 - Contact local newspapers (many will let you submit a free press release – contact each paper for deadlines).
-  Assists chapter officers in securing speakers for the meetings.
-  Plans equine-related events, clinics and seminars to help promote the equine industry in the county.
-  Researches and makes a list of other equine events in the county where the PEC could be promoted.
-  Provides meeting and event dates for the PEC’s website chair under the “Events” tab.
 - Send information to State Director Chair.
-  Works with the Fund Raising and Membership Committees to assemble a group of volunteers to staff booths.
 - Volunteers should be knowledgeable and have common sense.
 - They are good listeners who can steer people in the right direction and best represent the mission of the PEC.
-  Set up booths or information tables at county fairs that are members of the PSACF (Pennsylvania State Association of County Fairs)
 - The PSACF will require proof of insurance, which you can obtain from the PEC State Secretary.
 - Information tables can also be at tack swaps, horse shows, trail rides or even tack shops (with the owner’s permission).
-  Create fliers, letters, postcards, etc. to help promote meetings and/or other events held by the county chapter.
-  Contact State Director Chair for availability of PEC Booth and available handouts, at least one month in advance.

Prior to release of any document in any format, the State Director Chair will obtain approval from the PEC Board of Directors.

COUNTY COMMITTEE GUIDELINES

Trails Committee

Historically, equine trails have existed on private land as well as public land. With the increase in population and the expansion of urban development, our private land opportunities have dwindled to almost nothing. To preserve trails on public land, which include DCNR (Department of Conservation and Natural Resources – State Parks and State Forests), National Forest, County and Municipal Parks, properties under the control of the Army Corps of Engineers, and now with designated routes on Pennsylvania Game Commission land, we the Equine Community must step up to the plate in a cooperative effort with these agencies.

-  Helps area Trail Stewardship Coordinator (TSC) maintain a list of known trails open to equine in the county, and sends the list to the PEC State Trail Chair and State Director Chair.
 - Keeps the list updated.
-  Helps the TSC in coordinating and working on trails.
-  Reports on trail related issues at PEC County Chapter meetings.
 - Including work projects and changes in policy on trails in your County.
-  Assists the TSC to maintain contact with organizations involved with trail usage (riding clubs, bikers, hikers, etc.) and in coordinating efforts within the County and Commonwealth.
-  Assists TSC in setting up 1-Day Trail Stewardship workshops to properly instruct other members and non-members on building and maintaining trails.
-  Contacts all trail organizations in the county, inviting them to join the PEC or to attend a trail stewardship workshop.
-  Works with your Chapter's membership committee, compiling a list of members (individual, family, associations, and businesses) and potential members that have interest in trail usage.
-  Submits a report yearly on the trail situation in your County to the PEC State Director Chair by November 1.

MARKETING GUIDE

Press Release Guidelines

FOR IMMEDIATE RELEASE (or FOR RELEASE DURING THE WEEK OF...)

Date:

Contact: Name and Address

Email:

Article Title (they may change it but it gives them an idea what you are sending)

Give the WHO, WHAT, WHEN, and WHERE in the first sentence.

WHY is the event being held? A benefit for whom; or the purpose/goal. Keep it clear but brief.

Proof read and correct any spelling or grammatical errors. The first draft is never the submission. Suggested that you double space and use size (12) Times New Roman font of print.

Call the paper for a contact name of who to send it to – community, local news, etc. Ask for the correct spelling of the name. Also, ask if they would prefer it mailed or emailed. Request for assistance if you have attachments or pictures. Save your Word document as “PDF” file to submit. It is best to submit a press release 2-3 weeks prior to an upcoming event. Call a week before to make sure they received it and thank them for their support. After an event is held, send in a clear photo with a caption for more publicity. To make a positive impression with that editor, send them an Email or Thank You note for the coverage.

They may contact you to cover the event but usually they don’t have time to cover “soft news.” If they do ask to attend, be gracious and available for an interview. Have info about the PEC and any info on the speaker from the event.

This indicates the end of the article; if 2 pages, put “Page 1 of 2” in place of ###.

The A, B, D's of Writing

A writing tip for any type of writing: non-fiction articles or press releases, fictional stories, book reports, letters, etc.

A: is for ACTION

- The first sentence, the first paragraph, the first chapter has to capture the reader's attention.
- Often called the "HOOK", the first impression is the most important.
- For press releases, give the 5 "W's."

B: is for BACKGROUND

- Provide background on the organization or the event, the main character or yourself, depending on what you are writing.

D: is for DEVELOPMENT

- Develop the story.
- Give the details, advance the plot, etc.

C: is for CLIMAX

- Make known the climax or culmination of the story,
- It is the question you have for the person you are writing to
- A special announcement.

E: is for ENDING

- Tie it all together.
- Make it satisfying for the reader
- For press releases, always provide a contact person's name and info.

ORGANIZE A TRAILS MEETING OR WORKSHOP

After Feb. 1, 2003 you must ride on designated routes in Game Lands!! Other issues are also discussed such as, Manure Management & Animal ID.

How to set up the meeting: Trail Stewardship 1-Day Workshop or a Trail Update meeting

Contact: Bud & Gwen Wills 814-379-3759 gwwills52@gmail.com



Find a venue that is free, if possible; such as saddle clubs, extension office, church hall

- Large enough that will allow up to 100 people.
- Neutral site if possible.



Notify invite your friends and horse clubs

- Post event on social media
- Create a Facebook event promoting your event.



You can take out an inexpensive ad in the classified section

- Look for events calendars- usually free to have event listed
- Contact radio stations to announce community events-usually free



Hang fliers in feed stores, vet offices, tack shops, hiking and biking shops, saddle clubs, boarding barns, etc.

- Flier should have: Time Place (include address)
- Issue: examples
 - *If You Own or Ride a Horse or Bike: What You Need To Know!!!!*
 - *Are Your Horse/Biking/Hiking Trails in Jeopardy?!!!!*
- Person, or Persons, to contact for more information.



Send the State Director Chair a copy of the flier.

- She/he will be able to help promote your activity on the web site and through other forms of publicity.



At the meeting:


- Provide coffee, tea, punch etc., not necessary but it is a nice touch.




Help hand out Contact sheets provided by Bud or Gwen Wills.


Contact Bud & Gwen with any questions or if you need help you in any way.

ESTABLISHING A CHECKING ACCOUNT


 Banks may require that non-profit organizations apply for an EIN (employer identification number).

- To apply for an employer identification number, you should obtain Form SS-4 and its Instructions. You can apply for an EIN on-line, by mail, or by fax.
- Contact the PEC Treasurer to receive a copy of the form.
- If you need further assistance, contact the PEC's Treasurer.


 Locate a bank with branches that will be easily accessible to you and your officers

 The account should be set-up as a non-profit organization account.


- Some banks will classify this as a business account, a bank representatives will work with you to get the best banking account for your needs.
- If possible, request a checking account that does not have penalties for maintaining a specific balance.
- Debit cards are optional but usually not needed.


 If your chapter decides to require two County Chapter members sign all checks, they will need to go at the same time when setting up the account.

- One signature is the Treasurer, the second can be another officer, a committee member, a Trail Stewardship Coordinator or any other responsible member.


 When selecting a Treasurer they need to know basic computer and accounting skills; such as - know how to keep a checkbook.

- He/she will need to accurately record all expenditures and receipts.
 - The PEC's Treasurer will provide Excel reports that you can use upon request
- Records should be accessible at all times should the State Treasurer need to review.

 All expenses, deposit records and bank records need to be kept organized and in order in a binder or electronic file by date and year.

 A treasury report, such as a Profit and Loss statement, will need to be sent to the State Director Chair at the end of the year (by December 31).

- You may also send a reconciliation statement that including the beginning and ending account balances.
- The State Director Chair will distribute your chapter's information to the State Treasurer.

 When a new treasurer takes over, all records must be turned over.

- All Individuals that are **currently** on the account will need to visit the bank to remove the previous treasurer as an authorized account user
- The new treasurer will sign paperwork as an authorized account user
- This is easier when all parties on the account go in the bank at the same time.

COUNTY EXPENSE REQUIREMENTS



Please keep a record of all receipts from PEC-related expenses.

- Covered expenses are postage and copies.
- Other expenses may be covered by emailing the State Director Chair for approval.



Expense Reimbursement requests may be submitted to the State Treasurer at the end of each month by submitting the proper form and copies of all receipts must be attached.

- Reimbursement requests are due no later than the 10th of the next month



The State PEC Treasury will cover certain startup expenses until the County Chapter has \$100 in its own treasury.

- The County Chapter will need to raise money to cover any expenses incurred.
- Fund raisers, clinics, seminars, or fun shows are all examples of ways to raise money.



Once the county is an approved chapter, the chapter will receive 20% of all new membership and renewals.

- The State Treasurer will provide your chapter with a reimbursement report listing the membership in your county and the amount of funds your chapter will receive.
- Reimbursements for membership will be figured and mailed out by fall of that year.
- Your Chapter is required to submit an Incentive Application to receive reimbursement.
 - Forms are found in the Resources section of this manual.



No expenses for county newsletters are covered.

- You can sell ads to help pay for the cost of mailing printing and mailing if you chose to do a newsletter.



If you are unsure if an expense can be reimbursed, check with the State Director Chair BEFORE you incur the expense.