

2012 UPHA and AHHS Convention Agenda

Wednesday, January 4th

All Day USEF Judges Clinics for Saddlebred, Saddle Seat Equitation, Hackney and Roadsters (contact USEF for Registration Information)

Thursday, January 5th

8:30am Registration Desk, Exhibits and Silent Auction Open (Foyer/Ballroom 4)
10:00am **UPHA 2011 Board of Directors Meeting** (Suite 4)
10:00am **AHHS 2011 Board of Directors Meeting** (Suite 5)
1:00pm **Equitation Committee Meeting** (Suite 11)
5:00 – 6:00pm **Welcome to Nashville Cocktail Party**
6:30 – 8:30pm **Experience Nashville at The Historic Ryman Auditorium**
The History, the Legends, and Nashville's Finest Songwriters
A great night of food, fun, and music sponsored by the UPHA.

Friday, January 6th

8:00am Registration Desk, Exhibits and Silent Auction Opens (Foyer/Ballroom 4)
Continental Breakfast (Legislative Terrace)
8:30am **UPHA Active Members Meeting** – Election of Officers for 2012 (Davidson)
UPHA Associates Members Meeting – Election of Officers for 2012 (Suite 4)
9:00am – Noon **Discussion Forums** – *beginning every hour on the hour, 45 min each*
Trainer/Client Relations - How to form a successful partnership both inside and outside of the show ring. Hosted by some of the most successful and enduring trainer/client partnerships in the country.
Billing Practices – Explore some of the different styles of billing within our industry. Are you as profitable as you could be? Learn what other trainers are doing to increase their bottom line.
Equestrian Life Marketing Program - Find out why this program is so much more than just free riding and driving lessons, why national celebrities are endorsing it, and how it benefits ALL of us. Learn how to utilize this program to enhance YOUR business! Hosted by Alden Corrigan of Equestrian Life.
Maximizing Your Mental Game of Showmanship – Valuable tools for competing and learning at a higher level for both the professional horseman and amateur. Lead by Betty Baird Kregor, an LPGA Teaching Professional and owner of StraightShot, Inc., she has years of experience working with athletes in all aspects of mental preparedness. *Sponsored by the Associate Members*

Friday, January 6th, continued

- 12:30pm **UPHA Luncheon and Awards Presentation** (Ballrooms 1 & 2)
Fashion Do's & Don'ts for 2012 – hosted by our industry's top tailors
Chapter Reports
20 year Member Recognition
Chapter Horsemen of the Year
Chapter Honor Shows
National Honor Shows
- 2:00 – 3:00pm **Smart Social Media for Horse Professionals - Open Forum**
(Davidson Room)
Social media is hands down the most powerful marketing and business tool horse professionals have ever had available. It is affordable, visual and a natural tool for businesses that rely on “word of mouth” marketing. However, it has also changed so rapidly over the last year that few horse business owners are fully capitalizing on its benefits. This seminar will cover four critical steps to help you:
1. Integrate social media into your overall horse business marketing plan – Get your systems optimized for success!
2. Create "social media synergy" - Save time and energy while increasing effectiveness!
3. Increase your return on investment - Make Social Media deliver more customers, sales and profits!
4. Develop and execute your plan - Get tips about what to "D.I.Y." vs. when to hire help!
- 3:00pm **UPHA Young Trainer's Meeting** (Suite 11)
- 3:00 – 4:30pm **Junior Members Activity** - Laser Quest laser tag
Meet in the Hotel Lobby at 2:45
- 6:00pm
7:00pm **Cocktail Hour – Presented by Show Horse Magazine** (Exhibit Area/Ballroom 4)
UPHA Awards Banquet – *Denim & Diamonds* (Casual Attire, Ballrooms 1-3)
UPHA Horse/Pony of the Year Voting
AHHS Junior Exhibitor Youth Award
AHHS Anna Lee Spires Judd Amateur Exhibitor Award
AHHS John H. and Maybelle L. Costello National Breeder Award
AHHS Lydia Luhman Peterson Distinguished Service Awards
AHHS Spirit of the Medallion National Award
UPHA Equitation Instructor of the Year Award
UPHA Associate Member Award
UPHA Sallie Wheeler Distinguished Service Award
UPHA Shirley Parkinson Professional Achievement Award

Saturday, January 7th

- 8:00am Registration Desk, Exhibits and Silent Auction Opens (Foyer/Ballroom 4)
Continental Breakfast (Legislative Terrace)
- 9:00 – 10:30am **Professional Development Seminar / Open Forum** (Davidson)
A Bigger, Better Pie - How to Create a Cycle of Success For Your Horse Business Sponsored by Neace Lukens/Plamp Keen and UPHA Chapter 8
This one-of-a-kind seminar will feature three speakers who will bring together three essential aspects of running a successful horse business - financial management, marketing strategies and sales techniques. Listeners will discover how to connect and then leverage these three areas to make their horse businesses more profitable and easier to run. This session will include practical, real-life horse business examples and strategies. Attendees will walk away with information that can be immediately implemented to improve and grow their own businesses. From bookkeeping tips, to improving marketing ROI (return on investment) and growth strategies, to “closing” more horse sales, this session will be action packed!
- 10:30am – Noon **UPHA Active Member Meeting & USEF Rule Change Forum** (Davidson)
- Noon ***“On With The Show” Luncheon*** (Ballrooms 1 & 2)
Special Guest Speaker/Country Music Entertainer, Darren Warren
Ribbons of Service Awards
Challenge Cup Champions
- 2:00pm **AHHS Active Member Meeting** (Suite 5)
- 2:00pm **Open Equitation Forum** (Davidson Room)
Riding lessons from Academy to Advanced Equitation
Featuring videos by Paul Cates, Scott & Carol Matton, Kristen Cater and Lillian Shively, followed by a discussion session with each instructor.
- 2:30 – 4:30pm **Junior Members Activity** – Line Dancing Lessons at Wild Horse Saloon
Meet in the Hotel Lobby at 2:15
- 3:00pm **UPHA 2011 & 2012 Board of Directors Meeting** (Suite 4)
- 6:00pm **Cocktail Party / Trivia Game Finals** (Exhibit Area/Ballroom 4)
- 7:00pm **UPHA Awards and Gala Dinner** (Black Tie Optional) Ballrooms 1-3
Live Auction
UPHA Classics Grand Champions
AHHS Bill G. Robinson National Trainer Award
UPHA Tony Ray Young Trainer of the Year
UPHA Helen Crabtree Equitation Instructor Hall of Fame
UPHA Overall Horse & Pony of the Year Awards
UPHA Richard E. Lavery Professional Horseman’s Award
UPHA Lifetime Achievement Award
UPHA Tom Moore Hall of Fame Award