Ohio’s List of Key Opportunities for Outreach/Marketing Efforts
to Help ALL PATH Intl. Centers in the State

Submitted by Lynette Stewart, EC Fieldstone Farm, Chagrin Falls:

Chagrin Valley Hunter Jumper Horse Show:
  Booth
  Ad in program
  http://chagrinhunterjumperclassic.org/

Quarter Horse Congress:
  3 weeks in October 6-29, 2017
  Booth
  Ad in program
  http://www.quarterhorsecongress.com/

Participants in classes for individuals with disabilities

Equestrians with Disabilities Class Rules

Equestrians with Disabilities classes are open to people with physical or mental disabilities who love to compete on American Quarter Horses. In order to participate an exhibitor must have a medically diagnosed condition that causes a permanent impairment that can be measured objectively. Equestrians with Disabilities Classes will follow AQHA/NSBA Guidelines and rules for eligibility for showing.

Heroes on Horses Class Rules

The Congress will offer a special event “Heroes On Horses” to honor our service men and women and the horses helping them heal. Riders in PATH Intl. Equine Services for Heroes programs are invited to participate in the All American Quarter Horse Congress “Heroes on Horses” competition.

Exhibitors must be disabled veterans or active duty “wounded warriors” who are participating in PATH Intl. Equine Services for Heroes programs or who have a Department of Veteran Affairs disability rating. The PATH facility will be responsible for verifying the eligibility of riders participating in Equine Services for Heroes programs. Horses do not need to be registered or owned by the rider or facility.

For information on guidelines and requirements, please contact Joanne Taylor at jtaylor@oqha.com or 740-943-2346, ext. 127.

Para Reining Class Rules

The Congress will offer Grades 1-4 Para Reining. For complete rules and regulations please contact Jennifer Hoyt, hoytrain1@gmail.com, 315.447.4166.
Submitted by Linda Hauck, Ohio PATH Rep

Equine Affaire, Columbus, OH April 12-15, 2018
  o Have had a PATH booth for 3 years at the event. Cost about $750 for booth
  o Presenter about EAA and EAT
  o EAA and EAT demonstrations
  o Have had a booth the past 3 years staffed by volunteers from centers and PATH rep

Ohio State Fair booth, Columbus Ohio July for 2 weeks
  o Booth
  o Ad in program

Feature article in Ohio magazines/publications
  o No cost
  o Ohiomagazine.com
  o Columbusmonthly.com
  o Clevelandmagazine.com
  o Southeastohiomagazine.com

TV commercial
  o Local level
  o State level
  o National Level

Feature area centers on local news programs highlighting PATH membership and accreditation educating the public about PATH and how to locate PATH centers in their state
  o Dayton
  o Columbus
  o Toledo
  o Cincinnati
  o Cleveland

Presentations to groups done locally by center representative or state PATH reps
  o Rotary
  o Kiwanis
  o Lions Club
  o School administrators
  o Boards of Developmental Disabilities (one in each county)

Organizations related to disabilities
  o Autism Speaks
- Newsletter
- Booth at National conference

  - NADD State of Ohio 9/25-26 Columbus, OH - Mental Health aspects
    - PATH representative/speaker presenting EFP concepts at conference
    - Partnering of horses and humans to achieve positive outcomes
    - Highlighting PATH during the presentation
    - [http://thenadd.org/cfp-ohio/](http://thenadd.org/cfp-ohio/)

Partnering with Higher Education Equine Studies programs

Publications related to disabilities

  - Feature articles
  - Ad