

Hoofcare Essentials Foundation Inc.
Educational Events
Guidelines and Standard Operating Procedures

1. Purpose

- a. Present educational opportunities for farriers and veterinarians interested in equine hoof-care.
- b. Design events which offer Continuing Education credits or points to farriers and veterinarians interested in earning CE credits or points.

2. Scope

- a. Schedule educational events throughout the United States, Canada and other countries.
- b. Up to ten (10) HEF Sponsored Clinics should be scheduled annually.
- c. All events shall be inclusive – meaning open to the world.
- d. Applications for continuing education credits or points should be submitted with all appropriate organizations.
- e. All events shall be marketed to farriers through international, national, regional, state/province farrier associations.
- f. Likewise, all events shall be marketed to veterinarians interested in equine hoof-care through similar associations.

3. Definitions

- a. Event Committee – All Hoofcare Essentials Foundation Educational Events shall be coordinated by the HEF Event Committee. Chair of said committee to be named annually by the Board of Directors.
- b. Event Coordinator – HEF Administrator shall serve as the Coordinator of all events.
- c. HEF “Sponsored” Clinics – Shall include events which will have a minimum of fifty (50) persons in attendance. These facilities may be farrier product manufacturers, distributors, retailers, schools, service providers, veterinarians, etc. If needed, events may also be held in other types of facilities, including hotels, meeting rooms, or other types of equine facilities. A dollar amount of sponsorship shall be established by the HEF Board of Directors. The HEF Board of Directors may vote to deviate from the “minimum of fifty (50) person requirement” as they deem appropriate.
- d. HEF “Supported” Clinics – Shall include events which will have less than fifty (50) persons in attendance. A dollar amount of support shall be established by the HEF Board of Directors.
- e. Host Facility – Shall be facilities which are either farrier retailers, education facilities, HEF, or other entities which have agreed to the terms outlined in the Foundation’s Host Facility Agreement.
- f. Clinicians – Shall be well-respected farriers and non-farriers who have previously submitted bios and topics to the HEF for consideration by the HEF Board of Directors.

4. Event Checklist

- a. Objectives of Event – While it is presumed that the primary objective of every HEF Educational Event shall be the dissemination of farrier and/or equine hoof-care education.
- b. Name of Event – Event shall be named by the Event Committee and approved by the Board of Directors prior to publication.
- c. Location of Event – Criteria used in the selection of a location include:
 - i. Geographically spread throughout the United States & Canada (east, west, Midwest, south, north, etc.).
 - ii. Number of perspective attendees within a 100 & 250 mile radius
- d. Format of Event – The Event Committee shall set the format for each educational event. Format opportunities include working with the clinicians to determine a schedule of topics which complement each other as well as providing a comprehensive overview of farrier education for each specific venue.

- e. Continuing Education Credits or Points – The Event Committee shall make application with the appropriate organizations so that CE Credits or Points may be offered to attendees for these HEF Educational Events. Consideration may also be given to the filming of said events.

5. HEF “Sponsored Clinic” Facility Expectations

- a. Seating – Ideally the host facility shall have room to seat a minimum of 50 attendees for PowerPoint presentations.
- b. Forge and Anvil – If needed, the facility shall accommodate a forge and anvil for demonstration purposes.
- c. Audio Visual Equipment – If needed, the facility shall provide a sound system, ideally with wireless microphone, projector, and screen. The Coordinator shall contact the Host Facility to determine what audio visual equipment the Host Facility shall provide and what equipment needs to be brought either by staff or the clinician.
- d. Live Horse – If needed the facility shall make available a horse for demonstration purposes. Cadaver limbs may also be used.
- e. Hospitality – Additionally, the host facility shall provide:
 - i. Registration table/area
 - ii. Coffee (during registration and morning hours)
 - iii. Breaks (may offer coffee and water)
 - iv. Lunch
- f. Promotion – The host facility will offer their assistance to the HEF in the promotion of the event. Said promotion may include:
 - i. Promotion of the event through posting of fliers in the facility, stuffing of fliers in outbound packages, websites and other social media opportunities.
 - ii. Fliers to be designed by the HEF. Reproduction of fliers may be done by host or HEF.
 - iii. News releases will be created by HEF and distributed to publications. Host facility may offer their assistance in having releases printed in area or regional farrier chapter newsletters.
- g. Parking – Adequate parking, especially for large shoeing rigs, shall be made available for attendees. If needed, directional signage should be posted by the host facility.
- h. Schedule – a model schedule for each event should include:
 - i. 8 am – 8:30 am Registration
 - ii. 8:30 am – Noon Clinic
 - iii. Noon – 1 pm Lunch
 - iv. 1 pm – 5 pm ClinicVariations of the schedule will be allowed based upon various factors including availability of the host facility, other events going on in the area, schedule of the clinicians, etc.
- i. Agreement – A Host Agreement, which identifies the items included in these Guidelines and Standard Operating Procedures shall be agreed upon by both the Host and the Foundation.

6. Additional Considerations

- a. Registration Fee – Based upon the host facility and costs associated with the production of the event, a registration fee may be imposed.
- b. Pre-Registration – Attendees should be able to pre-register for the event, either through the Host Facility or the HEF website.
- c. Expenses – The Event Committee shall work with the Host Facility to keep expenses to a minimum. Ideally, materials needed for the event shall be donated or loaned to the host facility and/or HEF. These materials may include: audio/visual equipment, bar stock, forge(s), propane, coke/coal, tools, etc. If budgeted and available, all expenses of the clinicians (travel, lodging, and day fees, etc.) shall be borne by the HEF.
- d. Vendors – Invitations to other HEF Educational Partners and suppliers shall be extended so that they may have a vendor table. The Host Facility shall do their best to provide a minimum of one table and

two chairs for each vendor. The Host Facility would have the right to remove from the invitation list a vendor/Educational Partner who may be a direct competitor or for any other personal reason.

- e. Additional Expenses – The Host Facility shall be encouraged to take the clinician to dinner on either the evening prior to the clinic or the evening of the clinic. Further the Host Facility shall pay for said dinner(s).
- f. Payments by the Foundation – Should the Host Facility be unable to take the clinician to dinner, the Foundation may pay for the dinner(s). However, since the Foundation is a non-profit organization and its funds are gained through donations from Educational Partners, Patrons or others, payment for alcohol consumed at said dinners shall be the responsibility of the person(s) consuming the alcohol.

7. Clinicians

- a. A Clinician Database will be created. Said database shall include:
 - i. Personal contact information
 - ii. Brief bio
 - iii. Lists of mentors and mentees
 - iv. Lists of previous and current presentation topics from which the Host Facility and Event Committee shall select topics for presentation at an HEF Sponsored or Supported Clinic.
 - v. A permanent record of presentations made by the clinician for the HEF
 - vi. The HEF shall always be seeking additional clinicians to make application to be HEF Clinicians.
- b. Compensation for Clinicians shall include:
 - i. For a clinic where there is only one (1) clinician:
 - 1. Travel Fees (2 days) at \$250 per day
 - 2. Clinic Day Fee (1 day) at \$1,000 per day
 - 3. Lodging accommodations
 - 4. Transportation reimbursement
 - a. The Coordinator will be responsible for coordinating the air travel. Payments should be made using the HEF credit card (or a card where reward miles are earned and can be used for clinician or staff travel).
 - b. Should the clinician prefer to drive to the Host Facility site, a reimbursement using the current IRS mileage rate shall be used or the cost of a round-trip plane ticket – whichever is less expensive to the Foundation.
 - ii. For a clinic where there is more than one clinician:
 - 1. Travel Fees (2 days) at \$250 per day per clinician
 - 2. Clinic Day Fee (1 day) at \$750 per day per clinician
 - 3. Lodging accommodations
 - 4. Transportation reimbursement
 - a. The Coordinator will be responsible for coordinating the air travel. Payments should be made using the HEF credit card (or a card where reward miles are earned and can be used for clinician or staff travel). Payment for one piece of luggage shall also be responsible of the HEF.
 - b. Should the clinician(s) prefer to drive to the Host Facility site, a reimbursement using the current IRS mileage rate shall be used or the cost of a round-trip plane ticket – whichever is less expensive to the Foundation.
 - iii. HEF apparel shall be made available to the clinician.
- c. Presentation Equipment
 - i. The clinician shall be responsible for bringing a media flash drive containing either a PowerPoint or Keynote presentation(s). The clinician's computer may be used, or a computer provided by the Host Facility, or a computer provided by the Coordinator or a member of the Board of Directors.
 - ii. Appropriate computer cables and a pointer should also be provided by the Host Facility.

Addendums:

- Clinician Agreement
- Host Facility Agreement

As of October 16, 2023