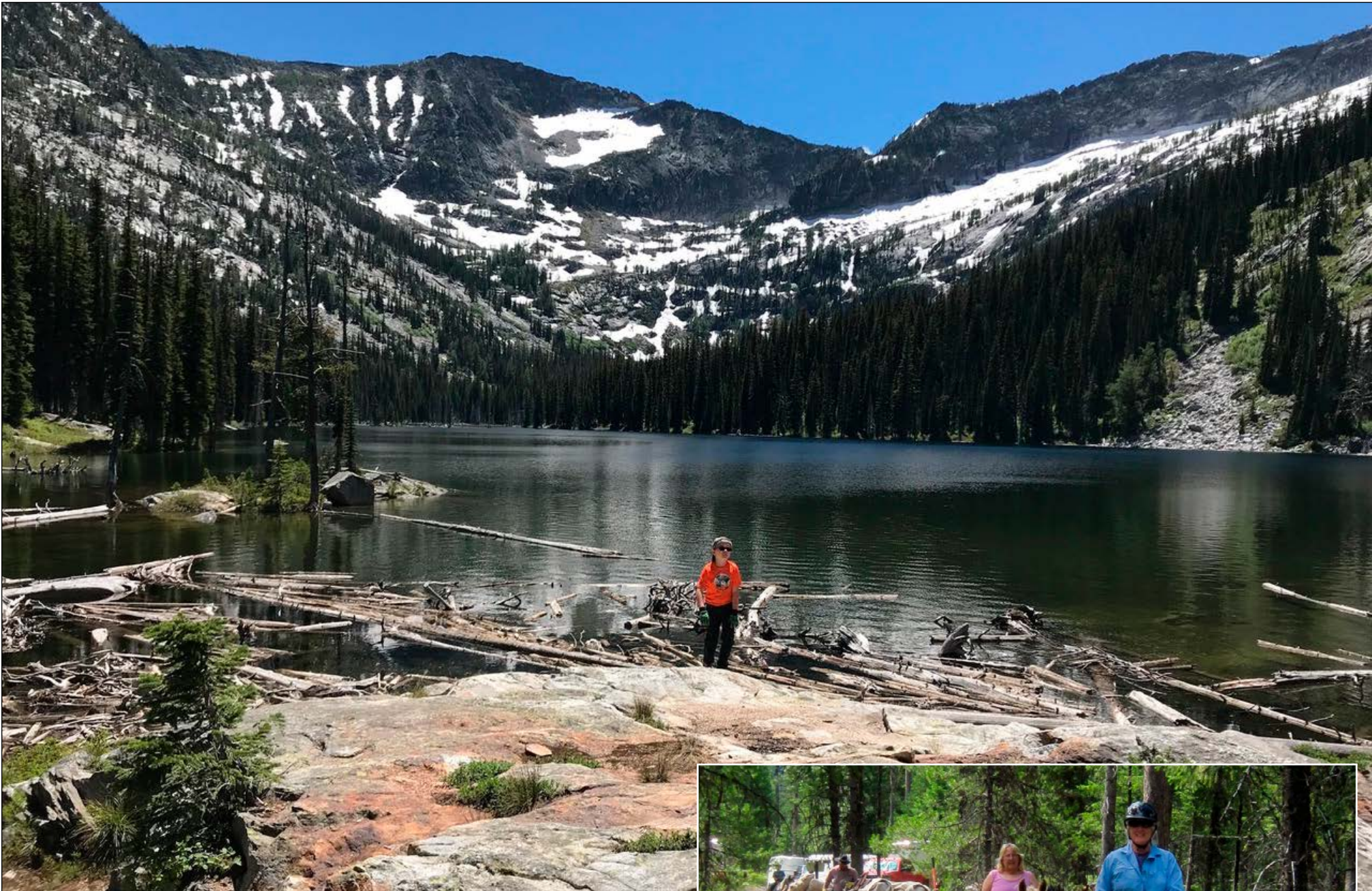


Bitter Root BCH Montana Sets Record on Summer Project

By Karen Philips, Past-President



Bitter Root BCH members tackled a challenging project last summer when they headed up Boulder Creek Trail for a three-day adventure with a record number of horses and mules and a large crew of humans!

To prepare for this endeavor, three members hauled certified forage seven miles up Boulder Creek Trail ahead of time for the upcoming project. They also cut out trees so the crew to follow could get to the base camp area without having to clear trail to get there.

On July 6, eleven members, along with 19 stock animals (yes, 19!), gathered early and spent a couple of hours getting their tools and gear packed up. They headed up the trail aiming to set up camp before getting started on trail work. Once that was accomplished, they worked from Friday afternoon

through Sunday clearing two different trails, from the base camp up to the pass at the Idaho border and to Boulder Lake. While there is still a good deal of brush encroaching on the trails, significant alder overgrowth was removed, as well as all downed timber that blocked the trails. Here is an example of just one of the challenges participants faced: a half mile from Boulder Lake, one of the crews had to chop out a three-foot-deep snow and ice drift that completely blocked the trail. Members used an ax to cut the drift into blocks, then lifted the blocks and rolled them clear of the trail and the trail switchbacks below. Wow! Total trail mileage cleared on this project was 11.5 very tough miles.

Meanwhile, back down at the trailhead and the adjacent horse camp, another crew cleared debris from around



Above: John Renner at Boulder Lake. Right: Kathy Stroppel-Holl and Julie Schram lead the crew from the trailhead.

hitch rails, removed manure from the parking area and cleared and marked the stock watering trail located near the horse camp. On Sunday afternoon, they welcomed back the tired and thirsty trail crew with much-appreciated beverages and watermelon.

What a great job accomplished by

an outstanding group, led by project leader Dan Brandborg!

After the Boulder Creek trail project last summer, member Bonnie Morgan donated a water pump to John Renner as a gift to honor him for his great work on that challenging project.



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Contact BCHA or the organization nearest you for more information.

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Public Lands Update

By Director of Public Lands and Recreation, Randy Rasmussen

Your Help Needed to Keep Federal Agency Trail Budgets Intact

Spring marks the time of year when Congress sorts out the federal budget, including funding of the federal land management agencies, for the forthcoming fiscal year. Budgeting is for Fiscal Year 2020 (FY’20) which begins on October 1, 2019. BCHA members play an important role to support national trails coalition efforts. Over the years, our work has been vital to keep agency recreation- and trails-related budgets relatively stable despite recent and drastic proposals for budget cuts. Once again, maintaining or increasing agency trail budgets in FY’20 will prove challenging, particularly for the U.S. Forest Service.

Recreational use of trails throughout the National Forest System is at an all-time high. The trail system on U.S. national forests comprises over 157,000 miles of motorized and non-motorized trails and serves more than 50 million visitors annually. Well-maintained trails are vital to the U.S. economy and the health and mental wellbeing of its citizenry.

Yet, as BCHA volunteers know all too well, more trails are being closed or growing in naturally as a result of neglect, the absence of resources to properly maintain trails, and increasingly severe natural events that either block trails or make them hazardous for travel (e.g., drought, fire, insect disease, wind throw, floods and hurricanes).

It’s for these reasons that BCHA and its partners worked many years to encourage Congress to pass the 2016 National Forest System Trails Stewardship Act (PL 114-245). It requires the agency to develop a strategy, and the necessary procedures and oversight, in order to significantly increase the role of volunteers and partners in National Forest System trail maintenance. While BCHA volunteers and our partners are up for the challenge, we can’t reverse the well-documented trail maintenance backlog if the U.S. Forest Service continues to experience either stagnant or declining appropriations from Congress.

Forest Service Trails Budget Could Disappear if Congress Doesn’t Act

Remarkably, the Department of Agriculture recently hinted it might eliminate a number of line items among the Forest Service budget in order to provide greater discretion and flexibility to regional foresters in terms of how they direct funds that come from the Washington DC Office (WO). One budget line item that might be on the chopping block in FY’20 is Construction and Maintenance-Trails (or CMTL). If CMTL was to be eliminated, it would come in the form of budget instructions that are sent each year from the WO to regional foresters after Congress has passed, and the President signed, the appropriations bill that covers Interior, Environment and Related Agencies (the Forest Service is considered a “related agency” during the appropriations process).

BCHA and its partners currently are working with senators and representatives among the Appropriations committees to make the case for retaining the Forest Service CMTL budget line item, including how budget instructions are conveyed from the WO to regional foresters. We seek increased transparency and accountability in the trails budget at a time when both Congress (via the 2016 Trails Stewardship Act) and the Administration (through the Forest Service’s new 10-Year Sustainable Trails Stewardship Challenge) have made a commitment to improve the situation with respect to forest trail maintenance and upkeep. In the absence of such transparency, would it be realistic for BCHA and its partners to even continue to advocate for increased trails-related funding for the agency—if the WO were to signal to regional foresters via budget instructions that they could apply funds otherwise earmarked for trails to any programs they chose?

Forest Service Must be Included in Two Popular Bills that Address Agency Maintenance Backlogs

In February, the Senate reintroduced much needed legislation (S. 500) intended to address the growing facilities maintenance backlog, including roads and trails, throughout our national parks. The House of Representatives reintroduced a similar bill the following month (HR 1225) that, in addition to the National Park Service, included other Department of Interior agencies like the Bureau of Land Management and the U.S. Fish and Wildlife Service. These bills carried strong bipartisan support among Congress last year, but were not put to a floor vote by the time the 115th Congress wrapped up at the end of 2018.

Both bills are intended to provide up to \$1.3 billion a year over five years to address the maintenance backlog throughout Department of Interior-managed public lands.

Yet, as was the case last year, the significant maintenance backlog needs of the U.S. Forest Service (which falls under the Department of Agriculture) remain ignored. BCHA and its partners will again push hard to include the U.S. Forest Service among these popular and much-needed bills. But we need your help.

BCHA Members Can Make a Difference

Please contact your members of Congress today to request that the U.S. Forest Service be included in the bipartisan and widely supported S. 500, Restore Our Parks Act, and HR 1225, Restore Our Parks and Public Lands Act. *We’ve found that constituent phone calls to both the local (district) office and to your member of Congress’ Washington DC office are more effective than either emails or letters sent via the U.S. Postal Service.*

Talking points to use during your phone call can be as simple as:

- “I’d like to leave a message for my senator/representative.”
- “I’m a constituent who lives in (name). I’m a volunteer/officer of Back Country Horsemen of (state or chapter).”
- [If you’re contacting a U.S. senator:] “I support S. 500, the Restore Our Parks Act. However, I ask that the senator seek to expand the list of agencies who would benefit, to include not only those listed for HR 1225, but to also add the U.S. Forest Service and the Department of Agriculture.”
- [If you’re contacting a U.S. representative:] “I support HR 1225, the Restore Our Parks and Public Lands Act. However, I ask that my representative seek to add the U.S. Forest Service and the Department of Agriculture among the Act’s beneficiaries.”
- [If you want to include justification, you might further state:]

- “The Forest Service manages the largest trail system in the country with 157,000 miles of trails.”
- “Its trail maintenance backlog was well documented in a 2013 report by the Government Accountability Office (GAO-13-618). Yet little has been done since and the backlog continues to grow, preventing public access to our national forests.”
- “Plus, Congress in 2016 passed the National Forest System Trails Stewardship Act as one approach using volunteers and partners to address the trail maintenance backlog. But we can’t do it alone.”
- “That’s why the Forest Service must be included in any bill that’s intended to address maintenance backlogs throughout our national parks.”
- “Thank you. A phone number I can be reached at is...”

Contact Information for Congress

- Contact information for your U.S. representative can be found by going [here](#). In case the link is broken, copy and paste or type this into your browser <https://www.house.gov/representatives/find-your-representative>
- Contact information for your U.S. senators can be found [here](#). If the link is broken, copy and past or type this URL into your browser https://www.senate.gov/general/contact_information/senators_cfm.cfm

BCHA members who reside in the following states, your member(s) of Congress sit on the Appropriations Interior, Environment and Related Agencies Subcommittee that has oversight of federal land management agency budgets. Please reach out to them, as their role is critical to our request.

House of Representatives: MN, WA, NY, MA, IL, NJ, MI, OH, ID, UT, NV (see listing [here](#)). Or copy and paste this link into your browser <https://appropriations.house.gov/subcommittees/interior-environment-and-related-agencies-116th-congress>

Senate: AK, NM, TN, MO, KY, WV, MS, MT, FL, CA, VT, RI, MT, OR, MD (see listing [here](#)). You can also copy and paste this link into your browser or search engine <https://www.appropriations.senate.gov/subcommittees/interior-environment-and-related-agencies>

Thank You for Your Prompt Action

Congress plays an important role in ensuring that the federal agencies receive sufficient funding for the public’s continued access, use and enjoyment of public lands. One way this is accomplished is for BCHA members to convey to their members of Congress that it must adequately fund trails on public lands in order to ensure that they are safe, accessible and well-maintained.

View from the Chairman’s Saddle

By Freddy Dunn, BCHA National Chairman



BCHA – Who are we?

Always strive to be the one that others set their standards by.

After earning my business degree at Michigan State University, I went through the full-year Hyatt Hotels’ management training program. Each time I left one property to transfer to another, I received a picture of the hotel with the management staff autographs on the matting. The phrase above is what one of the hotel general managers wrote to me. I’ve never forgotten it.

As I enter my last couple of months as the chairman of BCHA, I am humbled by how much time, energy and commitment our states, chapters, and individual members give to this organization. We are unique. We are a huge organization of grassroots volunteers across America, driven by our love for our horses, our trails and our public lands. During these last couple of years, we have regained and maintained high standards for our organization. We are an organization of diverse and multiple leaders representing the equine trail community protecting and maintaining our access to our public land.

Many hands make light work. No truer words were ever spoken. Over the past couple of years, we’ve ensured the organization is strengthened through the work driven by our committees. Education, Expansion, Fundraising, Grants, Media/Marketing, Membership, Public Lands, Public Liaison, Volunteer Hours. These committee chairmen and their committees work year ‘round to benefit BCHA and our member organizations. I can’t give these folks enough credit! They are the operating arm – the ones who are fulfilling the needs of our member organizations – our states. Our strategic plan and our business plan revolve around these committees’ work.

We also need to recognize our staff. Randy Rasmussen, who is our director of public lands and recreation, is a constant face for BCHA. Randy has represented us for many years now and has created and maintained alliances that will last for years to come. Partnerships are the key for the future and Randy’s hard work to create and maintain these alliances will serve us well.

Mainspring, LLC is our management company. Erica Fearn has worked tirelessly to promote and maintain the day to day operations of BCHA. Has this been seamless? No. But what partnership ever is? Nevertheless, I truly believe that Erica and her company have our best interests at heart and will continue to support and partner with BCHA into the future.

BCHA is certainly the go-to equine organization for land managers these days. It’s been quite a while since we’ve heard from one of our members that the local land manager was unfamiliar with BCHA and our work. Randy’s last visit to Washington DC confirmed this when the Chief of the Forest Service cut off his introduction by saying she knew quite well who BCHA was and the good work we do!

Lastly, my thanks to my Executive Committee: Vice Chairman Darrell Wallace (WA), Treasurer Sherry Copeland (MO), Ginny Grulke (KY), Yvette Rollins (IN), Mark Himmel (MT), Current Past Chairman Don Saner (WY), Past BCHA Chairman Mike McGlenn (WA), and Becky Kreuger (MO). These people were the guiding hands. They were the group that discussed, agreed, disagreed, challenged and encouraged me. From some of my management training with Hyatt Hotels, I know for sure that a group of well-informed people will ALWAYS and consistently make better decisions than any single individual.

Who is BCHA? The ones that others set their standards by. I’m proud to be part of BCHA. Thank you for allowing me to serve.

Sincerely,
Freddy Dunn

BCHA Mission Statement

1. To perpetuate the common sense use and enjoyment of horses in America’s back country and wilderness areas.
2. To work to insure that public lands remain open to recreational use.
3. To assist the various government and private agencies in their maintenance and management of said resource.
4. To educate, encourage and solicit active participation in the wise and sustaining use of the back country resource by horsemen and the general public commensurate with our heritage.
5. To foster and encourage the formation of new state Back Country Horsemen’s organizations.

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When the Wind Blows

By Jeff Blake, Buffalo River BCH Arkansas

It sure seems like Mother Nature has overworked herself causing problems for trail users of all types. Major wildfires followed by floods and wind storms have devastated many parts of the country. Along the beautiful Buffalo National River in north central Arkansas, we had an incredible wind storm late in November of 2018. About 1 1/2 miles from the Gilbert Trailhead going downriver, the windstorm ended any possibility of riding or hiking. I counted 234 downed trees, mostly pine, ranging from approximately nine to 24 inches in diameter blocking the trail. This didn't include the various large branches. This area of the trail is on the top of one of the many high bluffs with outstanding views of the Buffalo River Valley. It is likely that the geology in that particular location helped to cause the wind shear that dropped the trees.

The Gilbert Trail is in the Lower Buffalo Chapter area but the damage was so extensive that our chapter could not handle the project by ourselves. Chapter President Bill Kenter contacted Dan Jackson from the Buffalo National Park for assistance. They agreed upon a plan for the Park Service fire crews to do the major chain saw work and the BCHA chapters would do the clearing.

After we received word that the cutting had been completed, several of us took a ride on the trail to scope out the work day. Ouch!!! Up until this time, I had not seen the damage. I was shocked by the size of the damaged area and the amount of material we would have to remove. Bill set the time for the work day and we posted the information about types of tools we thought we would need. After one weather delay, we went to work on

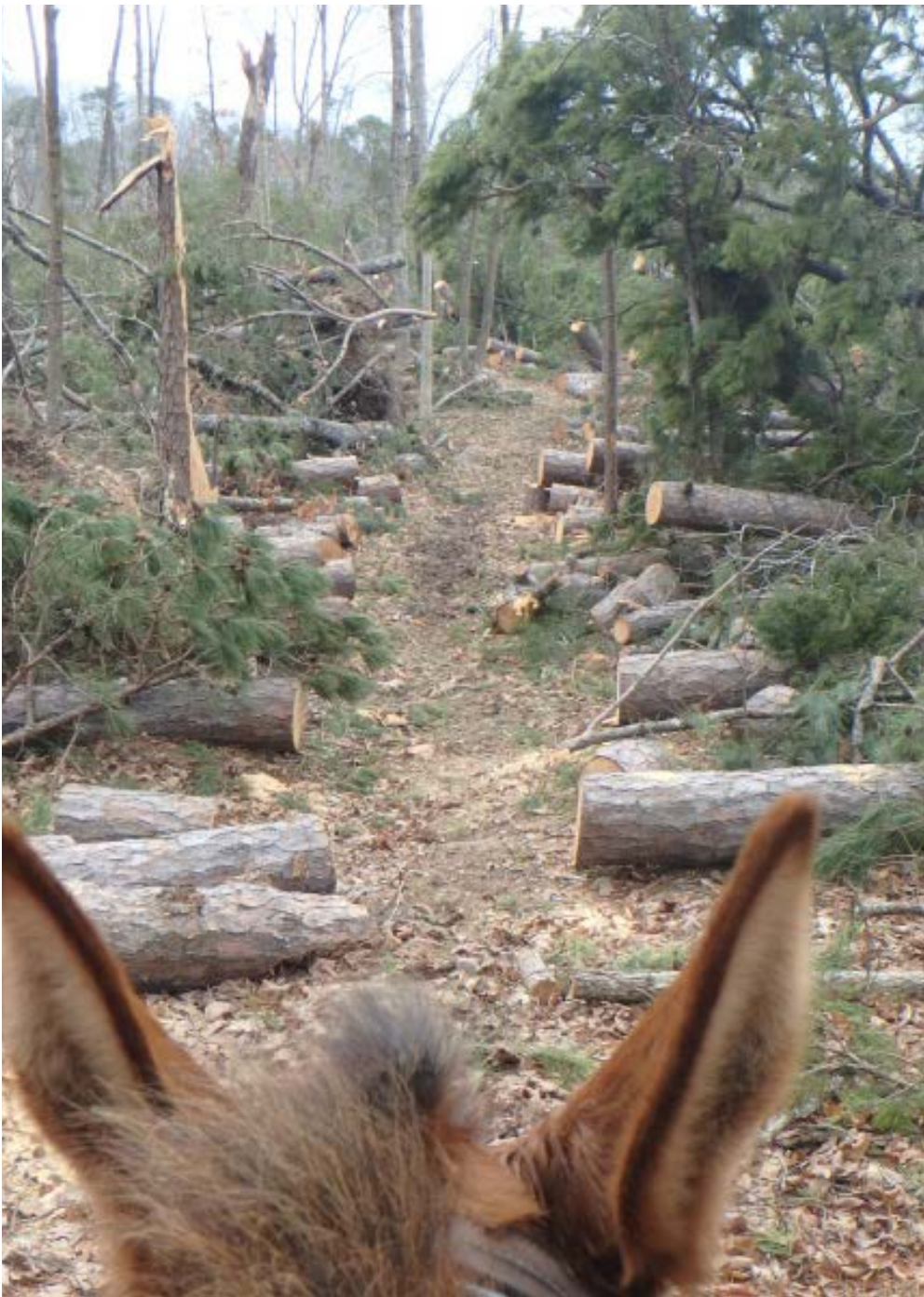
January 5, a beautiful winter day that was in the mid fifty degrees.

Turning off of Highway 65 into the parking lot, it was obvious that parking was getting limited. When the call goes out, BCH people respond. We ended up with 15 members along with two new, and possible future, members.

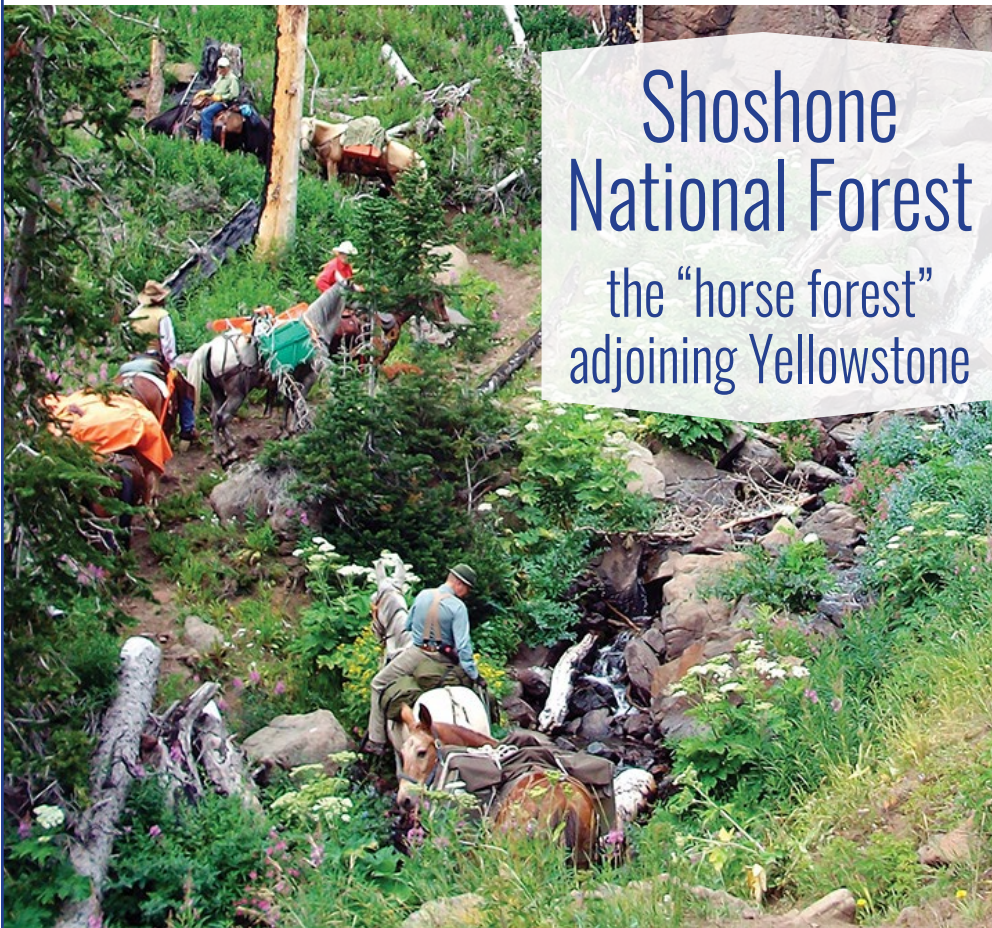
All of the large saws and timber jacks were packed on my wife's mule Sully. We gathered for the safety meeting and then were off for the ride to the work site. Once at the site, we found two of our members had hiked in, as they live reasonably close. We distributed the tools and split into groups. With the great weather, everybody was in excellent spirits and within four-and-one-half hours, nineteen of us cleared all of the nearly one mile of trail.

What a project. Considering the cutting that the NPS crew did and what our folks did, there were in excess of 1800 chain saw cuts and hundreds more branch lopper cuts made to clear the trail. This project is just another wonderful example of what can be accomplished when BCH members and National Park Service staff work together for the common good.

THANKS TO EVERYBODY INVOLVED.



Trailheads Museum Lodging Dining Rodeo Entertainment



Shoshone Back Country Horsemen
of Northwest WY would like to
share our portion of paradise with
the world-wide equine community.

Having just celebrated our 25th anniversary as caretakers of equine trails in the Shoshone National Forest, we want to welcome you to America's first national forest, a premier equine destination. It was and still is affectionately known as the "horse forest." It consists of 1,389 miles of non-mechanized trails winding through 1.4 million acres, 56% of which is designated wilderness area.

The Cody, WY area has trailheads, trails and scenery that will make your vacation unforgettable, and is the gateway to Yellowstone National Park. Cody is centrally located to experience western hospitality at its finest. The Buffalo Bill Center of the West (a Smithsonian Affiliate consisting of five museums of western history at a single location), nightly rodeos, dining, lodging, entertainment, and western culture all await you in Park County, WY.

Please go to our website at <https://shoshonebch.org> for more information on Shoshone Back Country Horsemen and our efforts to preserve this great heritage. Travel the trails less traveled and pack out the experience of a lifetime along with what you packed in.

For additional information on Shoshone National Forest:

<https://www.fs.usda.gov/shoshone>

For more information on the Cody, WY area:

<http://www.codyyellowstone.org>

IN COOPERATION WITH THE PARK COUNTY TRAVEL COUNCIL

So, horsemen are being marginalized in your area? Three words: Advocate - Educate - Populate

By Deirdre Perot, Back Country Horsemen of NC, Public Lands Representative

Advocate

Something we do pretty well is work on trails!

Something a bit more of a challenge is the commitment to attend public meetings during planning phases of recreation projects and management plans.

Educate

Earn certifications for saw, trail builder, trail work.

Mitigate trail user conflicts and demonstrate how to play nice with others.

Populate

Get out on that trail, use that trailhead, get your places on the map.

Mentor other riders to learn your trails, how to camp, and leave no trace.

Advocate

BCH chapters and members are great trail workers. We've been doing it for years. But sometimes we fail to get our hours recorded, which means the agencies don't realize we did the work. Make sure that you get credit for all the work you are doing and submit your hours using the appropriate form <https://www.bcha.org/getting-involved/volunteering/hours/>.

Multiply your efforts by working with the other user groups. Carry the hiker's tools out for them. Make sure the agencies know you're doing this, too. Arrange an article in the local paper about this partnership.

Plan to attend all public meetings for public lands that concern your trails. Speak out. Let land managers know you care. Managers often gauge resources by the level of public engagement. If you aren't there, they can forget that horsemen treasure these landscapes. Show up and ask how you can be part of the solution to ensuring continued access by horsemen and women.

Plan to have representation at the beginning of agency projects and ask to have recreational access be considered as part of any public lands proposal.



Educate

Educate yourself. Make sure that you (and your chapter members) are well versed in the best practices for managing your current trails and doing any work that can help open up new trails/trailheads. Get chain saw, crosscut saw, first aid, and CPR certifications. Get trail builder certified. Get Leave No Trace certified. Be in-the-know prior to any new trails being built. Then, make sure that multi-use best practices are used to lay out multi-use trails (think about the speed a mountain bike will have on a banked turn vs a climbing turn downhill).

Many resource documents are available from BCHA. See the membership resources page of the BCHA website.

Educate your horse. Bikes can be very scary for horses but you can do some pre-work to get them used to bike traffic before you hit a trail where bikes will be present. Carry treats and

ask others (biker/hiker/fisherman with a scary rod/backpacker with a scary pack) to offer the treat to your horse.

If you have mountain bike races in your area, contact the organizer. Explain you are concerned about safety. Ask for their routes and dates of races. Volunteer to post alerts for your chapter and other equestrians in the area. Make sure you understand their policies about interaction with other trail users during the race. What reporting protocol do they have for user conflicts?

Populate

Agencies will be more responsive to your requests for access if you can show that you are using the area, even if accessing your favorite trails is difficult. An example is having a volunteer to bring stock and riders up to a trailhead and drop them off, when there's no trailer parking available. Document this with photos and share them with agency recreational staff.

Know the NVUM (National Visitor User Monitoring) numbers for your area (for the Forest Service). The agency sometimes uses these figures to determine recreational demand and where they will spend the limited dollars. If you agree with the numbers, great. If not, try to quantify your use in the area in other ways, such as work hours. The key is to demonstrate that equestrians continue to use the trails.

Mentor others that might not be familiar with your area, to get them out there, too. Track your trails using GPS or other smart phone apps and make trail maps available to others on social media, at meetings, and to share with agency personnel. In other words, make your presence and your preferences well known.

Above all, smile! Remember, this is our recreation. Interaction with our fellow trail users should be a good experience for all.

My Adventure as a Camp Cook and Host

By Kari Schiffman, Bitter Root Back Country Horsemen, Bitterroot Valley, Montana

Jeff Halligan, executive director of the Idaho Trails Association, was guest speaker at our monthly meeting in April of 2018. He described some of the work projects he was scheduling for their organization. I was fortunate enough to volunteer for the camp cook/host position at the Cooper Flats week one project.

Cooper Flats is up the West Fork to Paradise, and then up the White Cap Creek Trail. The trail is nine miles long with very few elevation changes. It is in good condition, as it used by outfitters and others. ITA had all the gear packed into the cabin by the USFS pack string of six mules in two trips.

The work project was the Vance Point Trail which was a challenging job for the seven volunteers. They had three miles of trail to maintain with an incline of 3,000 feet. The crew leader Clem had a Forest Service career of over 40 years in the trails division and was knowledgeable and so willing to teach about the goals of trail maintenance for future use. It may have been

30 years since any maintenance had been done on that trail.

I was able to use the Cooper Flat Cabin as the cook house and gathering place for the volunteers. I was quite impressed with the acknowledgment of the Bitter Root Back Country Horsemen's contribution to rebuilding the cabin in 1998-2000. I did notice that the cabin needed a few minor repairs and could use a little TLC. Also, the second group in week two of the ITA project had planned to do as much work as possible on Cooper Point Trail #23. I imagine that there may need to be some more work on that trail in the future. I am hoping to do some other volunteer work in the future.

It was hot, the bees were abundant as well as the biting horse flies and mosquitoes, the grocery supply was a little shy, it rained, it thundered, and lightning hit with a strike and fire. The smoke jumpers landed in camp—never a dull moment—and I laughed thinking things haven't really changed when you work in the backcountry.

Some of you know that when I was in my twenties, my job was that of a trail blazer in Eastern Oregon. I did primarily new construction into the Malheur National Forest, but I did some maintenance in the Strawberry Wilderness too. That experience was one of the greatest events in my life. I was young, strong and determined. I was fortunate enough to get to work alongside my brother, which made it even better. So, this experience at Cooper Flats evoked all sorts of memories and emotions



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BCH of Missouri Trail’s End Chapter Receives Conservation Award

By Paula Hull



The Trail’s End Chapter of Back Country Horsemen of Missouri (BCH-MO) was awarded the Missouri Department of Conservation (MDC) Forestry Division’s Outstanding Partner of the Year Award at the Missouri Department of Natural Resources Conference held on February 5, 2019. The award was presented in recognition of the chapter’s volunteer work at Big Buffalo Creek Conservation Area.

Trail’s End chapter leader Staci Harrison, along with assistant chapter leader Dale Yelton and his wife Liz, accepted the award on behalf of the chapter. Presenting the award were MDC staff: Forestry Management Chief John Tuttle, Forestry Regional Supervisor Mark Nelson, and Forester II Jake Willard.

At the awards ceremony Willard remarked, “The Trail’s End Chapter has shown amazing dedication to assisting with projects on Big Buffalo Creek Conservation Area in Benton and Morgan counties. On average, the Trail’s End Chapter organizes three work days

in this area each year. Generally, a fair number of people show up, all the way from little kids to adults. In 2018, the chapter held two work days, donated a total of 55 hours of labor, a picnic table and a hitching rail. Their work included trail maintenance, removal of barbed wire fencing, and installation of the picnic table and the hitching rail. Their volunteer hours for the year can be equated to time saved for MDC staff. Their work has had a tremendous impact on lessening the work load of the Department’s work team, freeing them to complete other tasks. Projects that would take many days to complete are completed quickly and efficiently in a single day during one of the chapter’s work days.”

Willard continued, “The chapter is also a great avenue for promoting the outdoor recreational opportunities present at Big Buffalo Creek CA. This has been very evident in equestrian use on the area. Use of the large trail network on the area has increased over the last several years largely due to the

group promoting the area. The work that the chapter completes improves the quality of the resource and the experience for all the other users. In all interactions with the group, members have exhibited an exceptionally positive attitude and worked very hard regardless of the task. Children are present at every work day and each work day is like a family event. This group’s commitment to improving public resources is very commendable.”

The Trail’s End Chapter has about 20 members. “Sometimes volunteers from Whiteman Air Force Base join us on workdays, and we have anywhere from eight to 18 participating,” said Harrison. “What we are really trying to do is recruit folks. You don’t even need a horse! It’s an opportunity for families to come together to volunteer. Nowadays, not a whole lot of people like to be outside,” she added. “It’s nice to breathe the fresh air and have fellowship outside.”

Changes to the BCHA Public Lands Committee

By BCHA Public Lands Committee Chairman Jerry Bentz

The Public Lands Committee of Back Country Horsemen of America is going through a makeover and needs your help. We want to do a better job of helping the states understand and deal with public lands issues. To accomplish this, we are breaking up the United States into five regions. Part of the reason is to facilitate a working relationship among states in each region. State members in each region likely have similar problems and successes with your public land managers.

If you haven’t already done so, please provide the contact information for your public lands chair or your state president/chairman. By working together, we believe we can accomplish great things for equestrians. Below is an outline of how the reorganized Public Lands Committee will function. Please contact me by phone (971)-645-3593 or e-mail mulepacker@canby.com. I look forward to working with you.

Role of the BCHA Public Lands Committee

1. The Public Lands Committee exists to work on public land issues as they pertain to the five principles of BCHA.
2. The Public Lands Committee will assist the BCHA state organizations when called upon to help with public lands issues. Public lands are defined as all publicly owned lands not just federally managed lands.
3. The Public Lands Committee will provide the state organizations with the resources and education to help them better understand how to

deal with public land issues.

4. The Public Lands Committee will promote cooperation with all public land managers, as well as with those organizations with whom we share a common interest.

5. The committee shall help screen issues coming from states and recommend those issues that could have regional or national precedence or require response from the national organization and pass those issues on to the Director of Public Lands and Recreation.

How the BCHA Public Lands Committee is Organized

1. Communication is very important for the public lands committee to be successful.
2. There shall be one chairman of the public lands committee, who is responsible for the functions and duties outlined in Governing Policies 4.12.7.
3. The chairman of the Public Lands Committee and the Director of Public Lands and Recreation will work together to ensure that the Public Lands Committee is working to best serve the members of BCHA.
4. The United States shall be broken into regions. The regions will be primarily based on Forest Service Regions but other factors will be considered.
5. Each region shall have a chair. The regional chairs will report to the chair. The states in each region shall have at least one member each on their regional public lands committee. Each region shall work with its members on local and regional public lands issues.

6. Each month the regional public lands chairs will meet with the BCHA Public Lands Committee chair on a conference call. The purpose of the meeting is for the regional chairs to share what is going on in their regions with each other and to influence as a group which items BCHA should be handling as opposed to being taken care of at the local level. It also is a time for the BCHA public lands chair to share with the regional chairs what is going on with public lands that they should be aware of and pass on to the rest of their committee. Communication is everything.

7. Regional public lands groups are encouraged to meet on a monthly basis.

8. A member of the Public Lands Committee does not have to be a member of the BCHA National Board.

Starting Point for Splitting BCHA into Regions

- Far West Region - WA, OR, ID, CA, AK
South West Region – _NV, UT, AZ, NM
Rocky Mountain Region – _MT, CO, ND, SD, WY
North East Region – _MO, IA, KS, MN, WI, IL, MI, IN, NY
South East Region – _AL, GA, FL, SC, NC, VA, TN, KY, AR

This is just a starting point for the regions. Any state may decide to participate in a different region contiguous to itself. This is a living list and may be changed at any time.

Legacy Fund Off to a Roaring Start

By Ginny Grulke

The BCHA Legacy Fund, which is a long-term endowment fund, was established to ensure a strong, solid financial base for BCHA now and in the future. Funds support our mission including volunteerism, education, and advocacy.

During the first four months – our kickoff phase – we’ve received over \$35,000 in pledges to the Legacy Fund. Thank you to all the generous BCHA members who believe in sustaining BCHA over the long haul and well into

the future. Keeping BCHA healthy and sustainable is an important goal for us all.

There are a number of ways to donate to Legacy Fund, including check or credit card, appreciated stocks or bonds, IRA distributions, life insurance assignments. You may want to give now or setup a bequest in your estate. You can also give your donation in memoriam for a spouse or friend whom you know was a passionate advocate of trails and who gave unselfishly of their

time to help BCHA succeed.

Everyone who donates will be a member of the BCHA Legacy Society. Anyone who donates \$1,000 or more by Dec. 31, 2019 will be a permanent BCHA Legacy Founding Member.

You may pay in installments if that suits your budget better than a single donation.

For more details or to make a pledge, please contact Erica Fearn at erica@bcha.org or at 860-586-7540.



TESTIMONIALS

After becoming aware of this program, I felt deeply compelled to do SOMETHING to make a difference. The contribution as memorial was a key factor. The opportunity to honor both my husband, Ed Copeland founding member of BCHMO, coupled with helping secure BCHA’s mission and values for future generations is a legacy of which I am proud to support.

Marsha Copeland
Back Country Horsemen of Missouri



My family and I have been deeply involved with BCHA for over 33 years. BCHA is an organization that we have supported physically and financially. It is with great enthusiasm that I embrace the new BCHA Legacy Fund program as a way for BCHA to continue on into the future for our kids and grandkids to have the trails into the outdoors accessible for use by all. We have made a donation to assist getting this fund up and running. We are in this for the long haul and believe this fund will be a major factor in BCHA’s future stability. It is my hope that you all will feel the same way.

Mike McGlenn
Back Country Horsemen of Washington



Most of my riding circle of friends are professional folks who worked hard all our lives, and have gotten to the age where we are ready to enjoy things. We want to get out with the animals we love and the nature we love.

Keeping equine access to public lands is important, especially for our youth and future generations. The Legacy fund ensures that BCHA will be there fighting for equine access for my grandkids and their kids.

I donated to the Legacy fund because I want to support BCHA in the long term. BCHA does an outstanding job on public lands; adding a little cash to that effort through the Legacy Fund will make sure it continues.

Roy Cornett
Kentucky Back Country Horsemen

Thank you to our Advocacy Partners:

- Equine Trail Sports
- Fannin County Equestrian Trails Association
- North American Trail Ride Conference (NATRC)
- North Carolina Horse Council
- Old Dominion Endurance Rides Inc.
- Pennsylvania Equine Council
- Walkers & Talkers Saddle Club

BCHA Advocacy Partners are organizations, alliances, and coalitions involved in a common goal of Keeping Trails Open. To learn more about your organization becoming an Advocacy Partner email Partners@bcha.org.



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Summer Sponsorship
Deadline: June 5th, 2019

BCHA Newsletter Media Kit

Our BCHA newsletter is read by passionate trail riders, saddle and pack stock owners, avid back country packers and others who have an investment in saddle and pack stock and public land management. We serve over 13,000 members nationwide who belong to 194 active chapters/units and affiliates in 31 states. Our mailing list includes members, public land agency personnel (Forest Service, BLM, National Parks, state land agencies), elected officials, advertisers, other trail and horse organizations. Visit www.bcha.org for more information on BCHA.

Display Sponsorship Rates

Newsletter Ad SizePrice per Single Issue

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2.5 inches x 5 inches	\$95
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5 inches x 5 inches	\$135
5 inches x 10 inches	\$235

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5.25 inches x 15 inches (vertical)	\$365
10.5 inches x 7.5 inches (horizontal)	\$365

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10.5 inches x 15 inches	\$720

<u>Deborah's specials</u>	
2.5 x 15 full right column.....	\$175
10.5 x 3.5 full width, across bottom of page	\$175

20% bonus for sponsorships in four issues (one year). All prices are for black and white ads. Ask about full color prices. BCHA reserves the right to refuse advertising space to any person or company. All ads must be paid for before inserting in the newsletter. The 4-issue package must be paid at time of first insertion.

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Telling the World About BCH: Tips to Make Expos a Better Place to Gain New Members

By Robert Eversole, Trailmeister

It's that time of the year when cabin fever is reaching its zenith and we're aching to ride and camp, if only the weather would accommodate. It's also expo season where we can get our horse and mule fixes, learn better ways of doing what we love, and hang out with fellow *equinephiles* to boot. Expos are magical places and wonderful opportunities to share BCHA with the nearly 10 million horse owners in the U. S. who haven't heard about us.

As a clinician on the national circuit, I'm on the road from January through June sharing the joy of trail riding and horse camping with audiences across the nation. Over the past decade I've seen a lot of clinicians and expo booths. Following is what I've learned about setting up and manning expo booths during that time.

#1 - Actively engage visitors

Give the people who approach your display a friendly greeting and welcome their questions. Be sure that your body language is friendly. All too often I see the booths staffed by people sitting down, talking amongst themselves, and being anything but inviting to the audience.

Expo attendees are looking for a reason to spend time at your booth. After being initially drawn in by the booth or brand itself, you are the reason they will stay or go. Chat with booth visitors, and find out what aspect of BCH they're most interested in – advocacy, trail maintenance, leave no trace. Draw them in without intimidating or overwhelming them.

The following body language tips will help you convey a professional and approachable demeanor:

- Stand up and greet attendees in front of the booth
- If seats are needed, use tall stools that create contact at standing eye level
- Smile and make eye contact with attendees from all directions
- Speak with trade show attendees, not your booth colleagues
- Do not cross arms or legs, keep hands out of pockets
- Be enthusiastic, confident, and polite
- Thank attendees for spending time at your booth when they arrive and leave

Just as your horse can read your body language, expo attendees will certainly notice when people in your booth are kind, open, and friendly. These basic body language tips will help you create an approachable atmosphere that will encourage prospective BCH members to visit your booth and join your organization.

#2 - No staff food or beverages

Unfortunately, because of I see this a lot, this etiquette tip deserves its own category. Expo show days are long. Certainly, your staff should have access to snacks and water. But those snacks and drinks should not be consumed in the booth or left visible to show attendees. It may sound elementary, but reminding booth staff to avoid eating, drinking, and chewing gum within the booth can be the difference between looking professional or appearing like you just don't care. If someone needs a refreshment give them a break and let them stretch their legs away from your work area.

#3 - Draw a crowd to your booth

Interactive displays, scheduled demonstrations, prize drawings, or contests are all good ways to draw people's interest and get them into your booth. Either encourage them to join BCH today or collect contact information to ask them to join later.

#4 - Make sure you have plenty of promotional literature on hand

You'll want to have a supply of color fliers and brochures, as well as membership forms, that you can hand out to booth visitors. Make it easy for them to join or find information on BCH.

#5 - Have a stock of promotion items that you can use as giveaways

Small, handy items that people can take away and will use (while being reminded about BCH) are best. Be sure you place these items in a location where



people will have to walk into or through your display to get them. Think beyond the pen. Cell phone doodads like PopSockets or card holders that attach to the phone are trendy. Reusable straws and water bottles are also popular handouts. For more inspiration, go here <https://www.godelta.com/blog/9-inspiring-trade-show-giveaways>


NOTE: Beware the "booth surfer." You know the type; the expo convention bag is stuffed with expensive brochures from every booth. If someone is just grabbing everything in sight, chances are they are not a serious prospect. Better to invite people in. Get them to sign up for your contest or leave contact information before offering a giveaway.

#6 - Integrate social media

Use your social media accounts to attract people to your booth. Start long before the event to build excitement. You might tease some of the amazing things you'll have at your booth, share a little about BCH and convince people why they should visit you at the show. Sharing the social media posts from the official trade show accounts can also help get people excited about the event and visiting your specific booth.


At the event, continue using your social media accounts to generate excitement. Do a Facebook Live post from your booth. An exciting, high-energy broadcast generates excitement online, and can also attract people at the event. They'll want to investigate the source of all the excitement.

Expos are an excellent way for BCH to gain exposure and meet prospective new members. But with convention center aisles crawling with flashy, gimmicky competitors, it's easy to be overlooked. The six topics above have helped me make www.TrailMeister.com the world's most visited horse trail and camp website and helped me to become one the leading clinician on trail riding and horse camping in the nation. See you at the show!



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