

# HAFLINGER OWNERS PROMOTIONAL ENTERPRISE

Mission: HOPE is an organization of Haflinger owners, breeders and enthusiasts working cooperatively to educate, promote, and support the preservation of the Haflinger horse as a versatile sport horse capable of excelling in a wide variety of traditional equine performance disciplines including Dressage, Combined Driving, Reining, Hunter/Jumper, Combined Training and Pleasure Driving.

## Application for Membership

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Cell Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

Please select one of the following membership options: (see page 3 for more details on membership options)

1. Founding \$1,500
2. Participating \$500
3. Associate \$300

*Please make all checks payable to:* H.O.P.E.

*Mail to:* Deer Haven Farm  
6377 Greenwich Pike  
Lexington, KY 40511

**Thank you and welcome to the HAFLINGER OWNERS PROMOTIONAL ENTERPRISE!**

### **TOP 10 BENEFITS OF YOUR HOPE MEMBERSHIP**

1. Recognition as a member of a respected and supportive network of HOPE members offering well bred, well trained pleasure Haflingers to buyers looking for good quality horses.
2. Broader professional marketing of "your" Haflinger via inclusion at major equine events nationwide as well as via professional print and television exposure.
3. Direct link to prospective buyers looking for your horse.
4. Free classified photo ads on the HOPE website (see membership levels).
5. Free inclusion of your Haflinger's "bragging rights" (i.e. show/inspection records) on the HOPE website.
6. Free listing of your services (i.e. stallion, training, etc.) on the HOPE website.
7. Educational opportunities (marketing, training, presentation, health, breeding, etc.)
8. Invitation to HOPE's Annual Meeting.
9. Invitation to participate in the formation of a "Select Sale".
10. Once approved for 501c3 Limited Liability Corporation status, your HOPE contributions will be tax deductible!

### **Additional Membership Information**

A signed Code of Ethics Agreement (last page) will be required from all members before memberships are activated.

### **CONTACT INFORMATION**

Questions? Contact: Karen Young (315) 784-5840 or Email [dyoung@baldcom.net](mailto:dyoung@baldcom.net)  
Jennifer Rousseau (847) 304-5639 or Email [rousseaj@dls.net](mailto:rousseaj@dls.net)  
Rachel King (859) 294-5254 or Email [deerhavenfarm@hotmail.com](mailto:deerhavenfarm@hotmail.com)



# HOPE ANNOUNCES NEW MEMBERSHIP TIERS –

## Join The Fun Today...

<i>YOUR Membership Includes :</i>	<b>Associate \$300</b>	<b>Participating \$500</b>	<b>Founding \$1500</b>
Membership Participants Included	Primary Only	1 Primary + 1 Person From Same Farm	2 Primaries + 2 People From Same Farm
HOPE Founding Member Barn Plaque			INCLUDED
Featured Farm on HOPE website			INCLUDED
Featured Sale Horse on HOPE website			INCLUDED
Farm listing on the HOPE website	INCLUDED	INCLUDED	INCLUDED
Representation at Major All-Breed Expos & Events	INCLUDED	INCLUDED	INCLUDED
Copy of HOPE's Professional Promotional Video	INCLUDED	INCLUDED	INCLUDED
Color Brochures to Promote Haflingers	INCLUDED	INCLUDED	INCLUDED
Educational clinics	INCLUDED for 1 Attendee	INCLUDED for 2 Attendee	INCLUDED Unlimited # of Attendees
HOPE Window Decal	1 INCLUDED	3 INCLUDED	Unlimited Amount INCLUDED
Classification Rebate Program (\$25 per horse refunded)	1 Horse Per Year INCLUDED	2 Horses Per Year INCLUDED	Unlimited # Horses INCLUDED
Photography & Ad Services (development/editing/submission)	10% Discounted Fee	25% Discounted Fee	INCLUDED
Ad listings on HOPE's Quick Glance Sales List	1 INCLUDED	2 INCLUDED	Unlimited Amount INCLUDED
Ad listings on the HOPE website	3 Ads Per Year INCLUDED	5 Ads Per Year INCLUDED	Unlimited Amount INCLUDED
Special Events (i.e. private receptions/educational functions)	10% Discounted Fee	25% Discounted Fee	INCLUDED for All Members & Their Families
Inclusion in the HOPE Adbook	Contact Info Only	1 Full-Page Color Ad	2 Full-Page Color Ads
International Stallion Video	10% Discounted Fee	25% Discounted Fee	INCLUDED
HOPE Embroidered Patch or Saddle Pad	10% Discounted Fee	25% Discounted Fee	50% Discounted Fee
Voting Privileges	NO VOTES	1 VOTES	3 VOTES
Eligible to serve as a HOPE Board Member	N/A	YES	YES
Code of Ethics	REQUIRED	REQUIRED	REQUIRED
A Feeling of Satisfaction for Supporting HOPE's Mission	FREE Unlimited!	FREE Unlimited!	FREE Unlimited!

**VISIT [www.haflingerhope.com](http://www.haflingerhope.com) OR phone 859-333-2525 to JOIN!!**

## The H.O.P.E. Difference

### Code of Ethics

The Haflinger Owners Promotional Enterprise (H.O.P.E.) has adopted the following Code of Ethics to promote high standards of conduct and personal integrity among breeders and owners of Haflinger horses in North America.

Members shall bear in mind that a Code of Ethics is more than a set of rules; it is a commitment to a high standard of behavior in owning, breeding, training and selling Haflinger horses, and adherence to the spirit of the Code is as important as adherence to its specific provisions. All members of H.O.P.E. shall read and, by their signature, agree to abide by this Code of Ethics:

*I understand that by joining H.O.P.E. I am joining a team with common goals and obligations to operate with the spirit of cooperation, respect and support for all members of the Haflinger Owners Promotional Enterprise. I shall at all times, whether at home, at shows or at other equine events, display good sportsmanship and conduct myself in a manner that imparts credit to H.O.P.E. and to the Haflinger breed. I acknowledge my obligation to uphold the highest standard of horsemanship and place the safety of both horse and human above all else. I willingly accept the role of breed ambassador, and to that end, I pledge to continue my own education about and on behalf of the Haflinger breed.*

*H.O.P.E. members who breed mares or stand stallions bear great responsibility to the future of the breed; therefore, all of my breeding shall be planned with the paramount intention of improving and protecting the pure-bred Haflinger horse. I appreciate the value-added through select breeding, responsible husbandry, correct and humane handling and excellent training, and hereby pledge to uphold and promote those aspects of my breeding and training program. I agree to condition and train horses to a level appropriate for the horse's age and maturity and shall avoid using any artificial methods which could be harmful to the horse physically or mentally. Consequently I also pledge to uphold the value of the Haflinger horse through both appropriate pricing and accurate representation of every horse offered for sale.*

*I will not knowingly sell a horse to a buyer who is unable to provide the horse with a healthy environment, proper nutrition, and appropriate care. I pledge to represent, whether verbally or in writing, every horse I offer for sale openly, honestly and with full disclosure of both assets and flaws in training, disposition, soundness and suitability for the intended use. I agree to use the common definitions, as outlined and explained through H.O.P.E. communications, to describe the various levels of training in the representation of my horse(s). I, to the best of my ability, shall support the owner of any Haflinger horse, regardless of where the horse was purchased, and inform the owner of other sources where they might also receive help. Should I not have a horse to suit an individual buyer's needs, I will do my best to refer that buyer to a fellow H.O.P.E. member with the knowledge that they, too, are bound by this Code of Ethics and will treat the buyer with the same level of professionalism and care.*

*Per membership guidelines, I agree to donate volunteer time to H.O.P.E. in a designated capacity for each membership year and perform those duties to the best of my ability in a timely manner.*

*Repeated failure of members to abide by this Code of Ethics shall result in a loss of membership in H.O.P.E. and withdrawal of any and all privileges such membership might enjoy, along with forfeiture of any dues or fees paid as well as any other such action as might be deemed appropriate by the membership.*

\_\_\_\_\_  
H.O.P.E. Member Name (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date