



**1 HORSE**

**30 RIDES**

**40 HOURS**

**12 WEEKS**

THE NORTHWOOD FARMS  
2017 TWELVE WEEK

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# HORSEMANSHIP CHALLENGE

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BE IN BY MIDNIGHT JANUARY 7TH 2017

# **THE NORTHWOOD FARMS**

## **TWELVE WEEK HORSEMANSHIP CHALLENGE**

# **FAQ'S**

Frequently Asked  
Questions



# WHAT IS THE TWELVE WEEK HORSEMANSHIP CHALLENGE?

The Twelve Week Horsemanship Challenge started in 2012 when Emma Kline and Beth Weaver made a commitment to each other to pick one horse and put in a set amount of hours and rides in the first twelve weeks of 2012. No matter how many horses they had in their string, how dark, how cold, how rainy, they were going to do it. They created a facebook page so that they could invite a few of their close horse friends to join them. Here we are four years later...

Emma is a stickler on goal setting so of course there is a serious deadline to be IN. As proof of your social commitment, if you want to join the Challenge you have to post a picture of you and your horse by midnight January 7th. Absolutely no exceptions. If you are in, you're in, if you're out, you're out. To Beth and Emma's surprise, that first year, 43 people joined in and many more wished they'd found out about it sooner! The next year over a 1,000 were interested and 342 made the deadline. In 2015 over 10,000 people were interested but the sign up process was a little more challenging. Still 781 people made it. Last year we had over 1,100 challengers. As always, everyone is invited but not all will make it. Please help your friends! If this year is your first ask around. Chances are a horse person you know has been IN and will be happy to help you.



# How do I get into the challenge?

There will be a gateway open at dawn on January 6th 2017. The gateway will be posted on the [Northwood Farms Facebook Page](#). Also, if you're on our email list, you'll get the link to the gateway emailed to you. If you are on the email list and don't see the email be sure to check in your spam, junk or other folders on Friday morning.

Once you get to the gateway, fill out all the information and click enter. You will receive an email with the link to the Challenge group page. Please make sure to add your facebook handle to the sign up sheet so that we will recognize you when you request to be added.

When you get to the group, request to be added. This is where things typically slow down because we have to manually match up the people who have requested to be added to the group to the people who actually came through the gateway. This is why its important to give your friends the gateway link instead of the link to the group. We don't want people to be sad when they don't get in

Chances are you know a horse person that has done the Northwood Farms Twelve Week Challenge before. All our previous challengers are great about helping new folks get through. Ask around!



# Can I invite anyone I want?

YES! Please do! The more the merrier! The gateway will be open at dawn (Northwood Farms time) on January 6th.

Please share the gateway on the [Northwood Farms Facebook Page](#) and not the group link. We will do our best to get everyone in by the deadline.

Just by nature of the entry madness not everyone will make it through so let your friends know as soon as possible and help them meet the requirements! You can't post their picture for them, but you can advise them how to do it.

**Just remember midnight on Saturday January 7th is the deadline and it is written in stone.**

# Can I use multiple horses??

The Northwood Farms Twelve Week Horsemanship Challenge is for **one horse and one horse only**. We have all levels of horse lovers join us. Some are professional trainers, teachers and competitors that ride many many horses a day, some have a single horse in their backyard. Emma typically has a string of 5-7 and realized that often, especially with the non customer horses, 40 hours in 3 months with one horse can be...well a challenge! For others, with family, work, weather and normal life, horse time can get left out.



# Who keeps track of my hours?

Keeping track of your rides and hours is up to you. Its totally on the honor system. The rewards you reap from completing The Challenge is the catapult in your horsemanship and the stronger partnership with your horse that comes from consistency and perseverance over the 12 weeks. You can do it! Some folks keep track on a calender, others in notes on their phone, others in a spreadsheet. We at Northwood Farms had a special Horsemanship Log App created by the talented Rusty Hand for just this purpose. IT'S FREE! More information on the app [HERE](#): Or, search for Horsemanship Log in your app store.

## Where do I get the Northwood Farms Horsemanship Log App and is it required?

The App is FREE for everyone and is available for adroid and iphone but it is not at all required to participate in the challenge. Its a great tool and we use it all the time. If you're a pen and paper kinda person, use that. We think you'll love the Horsemanship Log App though and many more cool features are in the works. Wait till you see! Rusty Hand is doing a great job of bringing it to life!



# **What is the minimum age to join the challenge?**

Everyone needs to have their own Facebook page to join in the challenge. The facebook minimum age to have an account is 13. We always love to have "Junior Challengers" that follow along with a parent or mentor and occasionally "show up" in the adult's posts.

## **Do I have to have my own facebook page?**

Yes. To be in The Twelve Week Horsemanship Challenge you need to have your own account. If you share an account with a spouse, only one of you can use it.

## **Am I required to post every ride?**

Posting is not required at all once you are officially on the Challenger's List. BUT, it is a huge encouragement to others when you do, so it is much appreciated!



# What if I want to post multiple pictures and video in a day?

To keep the page streamlined, please just post multiple pictures as a collage or in the comments following your picture or video. This makes it easiest to scroll to see what everyone is up to. We love too see all your media. Group it in one post per day and share it up!

# What if I forget to tell my friends about the challenge until after the deadline?

Shoot! Every year a few folks get left behind because they don't hear about the challenge in time. They miss it! We would love to have everyone! So, get a photo of YOU and your chosen horse, sign up on our email list and download the Horsemanship Log App to make sure you are up to date on Northwood Farms Events and Community News.

Sign Up  
Here!





# What are the RULES about what can be posted?

Because this Horsemanship Challenge is about actually getting out there with your horse and DOING IT, we all keep our posts to chronicling our actual activity with your horse. That's the inspiring part!

We all love horses and yes we all love to talk about horses. We probably all love horse memes and study materials. But in order to miss as little as possible from our fellow challengers, we don't post third party content at all.

There is one traditional video posted on the first day of the challenge and you'll see an occasional informational square with directly related content from Northwood Farms but that's it!

So get out there, get to it and share your Horsemanship story with personal pics and video.

## Is there other media to pass around?

Chesna Klimick wrote up a full interview with Emma which you can read and share.

[CLICK HERE](#)

Kip and Emma who are the founders of Northwood Farms have been doing a VLog for 4 years now. Kip and Emma did one recently about this year's challenge. You can watch that [HERE](#):



# **Can I give other people horsemanship advice if I really think they need it?**

Nope. Everyone is entitled to their own horsemanship journey and if someone does not specifically ask for advice we don't give it. We have all levels of riders in The Challenge and we all started somewhere. If we just get out there and actually DO IT, we'll learn and grow. There are lots of places to get a million opinions on horsemanship but where can you go to feel safe and encouraged? Here's the place!

# **Can I advertise my business, educational events or something I have for sale on The Challenge page?**

Nope. As you'll see, we are all out there with our horses and as a result there are so many wonderful stories! We need to keep The Challenge page sacred and uncluttered. We wouldn't want to miss anything cool!



# So...When does The Challenge start again?

The Challenge starts the day after January 7th 2017. AND, you must be IN by midnight on January 7th. The gateway opens at dawn on January 6th 2017. Hope to see you and your pals there!



*The Northwood Farms Team:  
Emma, Kip, Beth, Colleen, Teresa,  
Haley, Kory and Rusty*

**[www.NorthwoodFarms.com](http://www.NorthwoodFarms.com)**