



1 HORSE

30 RIDES

40 HOURS

12 WEEKS



NORTHWOOD FARMS

2020 TWELVE WEEK

HORSEMANSHIP CHALLENGE

# 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 back in 2012 when Emma Daily 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 group so they could invite a few of their close horse friends to join them. Here we are heading into year 8...

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 be a 2020 Horsemanship Challenger, you need to join the group at [NorthwoodFarmsChallenge.com](http://NorthwoodFarmsChallenge.com) by midnight January 4th. 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. The next year we had over 1,700 challengers. Even with massive technical challenge last year, nearly 1,166 people made the voyage to our very own island. This year engagement about the challenge is through the roof.

As always, everyone is invited but not all will make it. Please help your friends! If this is your first year, 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?

The gateway is at [NorthwoodFarmsChallenge.com](http://NorthwoodFarmsChallenge.com) and will open to all at dawn on January 3rd 2020.

Once you get to the gateway, click LOG IN on the upper right hand side of your screen. If you don't have a profile yet, go ahead and create one. Make sure to upload a profile photo of you and your challenge horse. If you already have a profile but are using a different horse from last year, go to the menu on the left side of your screen to change it.

When you see the 2020 Challenge group click join. If we see the profile photo of you and your horse, one of the Northwood Team will get you approved as quickly as possible. This should be WAY faster than years past. If you have your photo up and submit your request before midnight on January 4th, you're IN!

**Remember** The Official Northwood Farms Twelve Week Horsemanship Challenge is at [NorthwoodFarmsChallenge.com](http://NorthwoodFarmsChallenge.com). If you're still on Facebook, you're lost in a copycat vortex and haven't made it IN yet! Hurry up because there's a reason we moved and we're waiting for you!





# 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 3rd 2020.

The gateway is at [www.northwoodfarmschallenge.com](http://www.northwoodfarmschallenge.com)

**Just remember midnight on Saturday January 4th 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 3-5 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. It's 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 calendar, others in notes on their phone, others in a spreadsheet.

## WHERE DO I GET THE NORTHWOOD FARMS HORSEMANSHIP LOG APP AND IS IT REQUIRED?

The Northwood Farms Horsemanship App has never been a requirement of being in The Challenge. The app is being updated for this year, so sadly you won't find it in your app store right now. If you already have the Northwood App on your phone, you're good to go. If not, get creative with an old school method! Emma uses both her app AND a physical wall calendar with gold stars. Several of our challengers have created some really cool templates as well and are always happy to share.



# 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!

It's especially great to post a photo introducing yourself and your horse when you first arrive in the Challenge. We love to see your face and which horse you've chosen this year!

# WHAT IF MY CHALLENGE HORSE GETS HURT?

If your chosen Challenge Horse goes lame or dies you may choose a different horse but, you must begin again from zero rides and zero hours. If this happens just do your best to squeeze it all in before the 2020 Challenge ends at midnight on March 29.



# 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!

# 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, make sure to get IN with all your friends by midnight on January 4th!





# IS THERE OTHER MEDIA TO PASS AROUND AND SHARE?

Chesna Klimick wrote up a [full interview with Emma](#) which you can read and share. It's a classic and helps to tell the original story.

[CLICK HERE](#)

[The Northwood Farms Vlog](#)  
with this year's Challenge Details is on the  
[Northwood Farms Facebook Page](#)  
and the  
[Northwood Farms Youtube](#)

Thanks for reading this FAQ sheet carefully so that you can help your friends! Remember, if they're still on Facebook, they're LOST! Help them find us!

[NorthwoodFarmsChallenge.com](http://NorthwoodFarmsChallenge.com)



# OH! ONE MORE THING:

In case you missed it, we had a Christmas present for all of the 2019 Challengers. Here's the gift tag!



# SO...WHEN DOES THE CHALLENGE START AGAIN?

The Challenge starts the day after January 4th 2020. AND, you must be IN by midnight on January 4th. The gateway opens at dawn on January 3rd 2020. Hope to see you and your pals **IN**!



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

**[WWW.NORTHWOODFARMSCHALLENGE.COM](http://WWW.NORTHWOODFARMSCHALLENGE.COM)**