



AMERICAN CONNEMARA PONY SOCIETY

Document Number: ACPS Store PO 1

Document Name: ACPS Store Guidelines

I. Purpose: To promote the awareness, use and breeding of the Connemara pony.

II. Objective:

The society will encourage the national and regional stores to make available educational materials and merchandise in order to promote the Connemara pony.

III. Definitions:

- a. ACPS National Store: Will make available clothing, educational and promotional materials.
- b. ACPS Book Store: Will maintain an inventory of books related to the Connemara pony that are not readily available from local resources.
- c. ACPS Regional Stores: Will create and maintain an inventory of appropriate Connemara related merchandise for the pleasure of the membership.

IV. Use of the ACPS Logo:

Please refer to the ACPS Logo Policy and Procedure.

V. Accountability:

- a. Use of the copyrighted ACPS Logo is encouraged under the ACPS Logo Policy and Procedure.
- b. ACPS Regional Stores' financial reports will be submitted, along with the report of the Region Chair to the ACPS Treasurer in December of each year.
- c. The ACPS National Store and Book Store will submit a financial and inventory report to the Board of Governors twice yearly.

VI. Promotion:

- a. Sales of both the regional and national store merchandise will be promoted through the ACPS website.
- b. ACPS magazine will provide advertisement of the national merchandise.

Revision History

Date	Changes	Author
10-08	Review	Chris Knox