



## 2022 Communications Report

As the pandemic developed through 2021, my goal was to maintain contact with the public about the changing health regulations and how they impacted MHJA shows. Following and interpreting public health orders was one of the bigger challenges I faced this year. We were fortunate to begin running events in July, and had to continue adapting to remain in line with provincial guidelines. If we must operate under a similar circumstance this year, I feel well equipped to communicate with members efficiently.

This was the second year of MHJA apparel which has earned a total of \$1300 in fundraising for the club thus far. We plan to have more opportunities for members to purchase MHJA Apparel throughout 2022 with new and returning favourites. This past year also brought the addition of the custom Ogilvy saddle pads. We sold a total of 24 saddle pads, earning roughly \$200 in fundraising.

My goal for communications in 2022 is to maintain contact with members about shows, events and applicable public health guidelines. I also wish to enhance our social media, and continue with MHJA Apparel and grow the brand. My hope is that we may host a full and exciting 2022 show season in honour of our 75th Diamond Jubilee year.

Sincerely,

Christine Budzak  
Communications Chair  
mhja.news@gmail.com