



Horse Council Courier

The Horsemen's Council of Illinois newsletter dedicated to promoting a healthy horse industry statewide through information and education.

Illinois Equine Promotion Board Awards More Than \$84,000 in Grants

More than \$84,000 in grants by the Illinois Equine Industry Research and Promotion Board (IEPB) have been awarded, according to Karen Freese, chair.

Grants are funded by the Illinois equine check-off program, which provides for the voluntary assessment of a nickel per 50-pound bag of horse feed sold at retail.

The awards went to 10 projects in communities from deep in southern Illinois north to Rockford. The grants were presented at the 2011 Illinois Horse Fair, attended by more than 10,000 horse owners.



Sheryl King, Ph.D., (second from left) director of the Equine Science Program at Southern Illinois University, receives \$7,800 from the IEPB. (L-R) Tom Jennings, Director, Illinois Department of Agriculture, Dr. King, Karen Freese, Promotion Board Chair, and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

Carbondale – Sheryl King, Ph.D., director of the Equine Science Program at Southern Illinois University, received \$7,800 to start “HORSE SENSE,” an educational outreach program for horse novices across the state, intended to deliver education and practical experience about horses and their management. “We’ll include topics such as safety, nutrition, responsible care and welfare,” Dr. King said. The program will act as a vehicle for outreach, mentorship and retention of new horse owners while increasing their involvement in the industry.

Decatur – Decatur Park District Advisory Board Member Colleen Klaiber accepted \$10,450 for improvements to the District’s Big Creek equestrian facility.



Decatur Park District Big Creek equestrian facility advisory board member Colleen Klaiber, third from left, accepts \$10,450 award from Karen Freese, Promotion Board Chair. Others shown (L-R) are Tom Jennings, Director, Illinois Department of Agriculture, and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

The funds will allow renovations to begin on the Show Barn, part of a 10-year master plan. It begins with replacing stalls in three phases. The show barn houses horses stabled at Big Creek during two and three-day events.

Harvard – BraveHearts Therapeutic Riding and Educational Center in Harvard received \$6,500 for materials volunteers will use to build a perimeter fence needed to separate the facility from a busy road. The grant was accepted by Marge Gunnar, BraveHearts’ founder, and Rolf Gunnar, M.D., chairman of BraveHearts’ board of directors.



Karen Freese, left, Promotion Board Chair, presents \$6,500 grant to Marge Gunnar, BraveHearts’ founder, and Rolf Gunnar, M.D., chairman of BraveHearts’ board of directors. Back row (L-R) Tom Jennings, Director, Illinois Department of Agriculture, and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.



Luck-N-Buck Saddle Club, Hillsboro, receives \$7,000 grant from the IEPB. Accepting the award was Holly Harvey, president; Mary Moore, vice president; Diane Dowdy, treasurer; and board members Brian Evans, Art Moore and Norman Hemken, accompanied by many club members.

Hillsboro – Luck-N-Buck Saddle Club received \$7,000 toward materials purchases so volunteers can rebuild the club’s arena to prevent standing water as well as to add lighting to improve its usefulness. Accepting the award was Holly Harvey, president; Mary Moore, vice president; Diane Dowdy, treasurer; and board members Brian Evans, Art Moore and Norman Hemken.

Metropolis – Massac County Youth Fair Board was granted \$6,500 for improvements to the Youth Fairgrounds, including

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President's Corner



Horses help make humans healthier

All horsemen are familiar with the famous Winston Churchill quote, "There is something about the outside of a horse that is good for the inside of a man." It seems 'Winny' had it right in more ways than he imagined at the time. Horses are indeed good for people. Not only do they labor on our behalf, horses stimulate our body and souls.

How does owning a horse make us healthier? We have all heard about the fattening of America – about 1/3 of us are overweight, and we don't get enough exercise. National guidelines call for 30 minutes of moderate aerobic exercise 5 days/week. Riding a horse carries the equivalent calorie expenditure of a moderately brisk walk; trotting and galloping can increase that exercise level to the equivalent of jogging or swimming. Add that more pleasant activity to the effort of catching your horse at pasture, grooming, tacking and hotwalking and you have yourself a workout.

Those activity guidelines also include muscle-strengthening exercise on two or more days a week that works all major muscle groups. Lucky are we horse owners – horse barns are the equivalent of weight training gyms! If you care for your horse yourself, you are likely indulging in weight training as well as aerobic exercise. Horses produce about 50 pounds of manure a day, add sodden bedding to the equation and you have a regular mini weightlifting session in the form of stall cleaning. Lifting, hauling, dumping, raking, and rebedding is good for the horse and good for the heart. A typical 5-gallon water bucket weighs about 40 pounds – schlepping a few of those around each day may not give you arms like Popeye, but you'll be less likely to have a gut like Wimpy. Add hauling 50-60-pound hay bales and 50-pound grain sacks, hammering, digging, and fixing up after your horse's mischief and you have likely met your weekly exercise quota without even counting the muscular rigors of riding.

I once had an argument with my daughter's grade-school gym teacher. Weekly exercise outside of school time was required as part of the class grade. This teacher refused to consider horseback riding a form of exercise. "The horse does all the work," she said. "Spoken like someone who has never ridden a horse," was my reply. Anyone who has ridden a horse for the first time, or after a long hiatus from the activity, can testify to the unique muscles that are (ouch) stimulated by this activity.

Indeed, horseback riding is a well-documented and widely accepted mode of

delivering physical therapy. Former U.S. press secretary James Brady famously complained about his hippotherapy rehabilitation (he calls his physical therapy "physical terrorism"). Horses helped him regain some of his function following the head wound he sustained during Ronald Reagan's attempted assassination. NARHA (North American Riding for the Handicapped Association) is a global organization that has revolutionized the delivery of physical therapy for children and adults with physical, mental and emotional challenges. Horses are officially rehabbing our military veterans. In 2005, the Horse Cavalry Detachment at Fort Hood, TX became the first Army unit to host a hippotherapy program for wounded veterans.

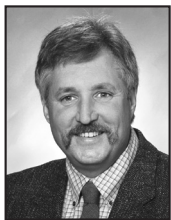
Riding horses is therapeutic in so many ways. Horses help us reconnect with the natural world. Horse activities get us out in the fresh air and sunshine. Did you know that most Americans get too little vitamin D, which is associated with a myriad of serious health problems? Yet just 15 minutes outdoors a few times a week (without sunscreen) allows us to make enough vitamin D to protect our health. Who would have thought that enjoying your horse on a sunny day could actually be cancer-protective!

Horsemen know the profound effect these marvelous animals can have on our psyche. Most of us can testify to the stress-reducing effect that spending time with a horse induces. But horses have also proven their value in reaching humans as no other therapy can. Horse-assisted psychotherapy has succeeded in helping people with profound mental problems, such as autism, eating disorders, PTSD, anger management, and a plethora of other disorders. Horses connect with us at a most primal level, and although psychic healing is more difficult to scientifically document than physical rehabilitation assisted through horses, it is readily recognized by most of us who have experienced that special relationship with horses. EAGALA – Equine Assisted Growth and Learning Association – is an international program devoted to the notion of horses assisting with social, emotional and mental healing. At Southern Illinois University (Carbondale) we hosted a similar program where I had the privilege of witnessing the transformative power of the horse on children with autism, ADHD, victims of unspeakable abuse and those challenged with other mental, behavioral and social challenges.

So, the next time you are breaking a sweat at the barn, or enjoying a companionable moment with your mount, thank your horse for keeping you healthy – body and soul.

Sheryl King

Executive Director's Report



Engaging the Horse Community

Most of us who actually keep and care for horses are so busy this time of year foaling, breeding, training, preparing for show season, conditioning

horses for the trail, performing pasture maintenance, fixing that fence we can finally get to and generally doing what we do best that we don't ever seem to notice how fast the world is changing or passing us by until it smacks us in the face and affects the way we employ and enjoy our horses. Such is the case in McHenry County this spring. Several proposed county zoning issues were introduced that had the potential to directly affect many of the professional horse operations doing business in one of the most horse populous counties in Illinois.

The McHenry County horse community took notice, and along with HCI, rallied to the cause and has become engaged in the discussion about the future of horses in

their county. Most county boards and the majority of county planners with degrees in "urban planning" apparently have little or no understanding of the horse industry, horse businesses, or even the basics of horse ownership. It really is a foreign issue for city dwellers and those decision makers from suburbia when an agenda item calls for action regarding anything larger than a dog or cat.

Making policy changes for horses, whether at the local, county, state or federal level is being done more and more by folks who are further and further removed from the farm and the keeping of large animals. Even worse is the ability for the corporate fundraising organizations who operate under the veil of selling "compassion towards animals" to reach those policy makers and sway their opinion. It doesn't matter whether you consider horses as livestock, companions, or even a pet, your ability to keep and enjoy your horses is changing. We all need to be really diligent in our efforts and outreach to the non-horse owning world.

It's become our job, each and every one of us, to help educate and provide information about responsible horse ownership to our representatives, participate in the discussions and monitor their activities to assure an outcome where we can continue to include horses in our lives. Let me know how HCI can help in your community.

Having an Open House or a horse show for your club or at your barn?

The Horsemen's Council of Illinois (HCI) can send you copies of HCI informational brochures and materials to hand out or have on display. When you call or email to place your event on the calendar, ask for HCI promotional supplies.

Keep in mind that that HCI also has a Speakers Bureau with knowledgeable people available to discuss all the legal, environmental and governmental aspects of our equestrian lifestyle.

Be sure to join HCI on Facebook to keep up to date with all the news, comments and events happening in the Illinois horse community.

Frank Bowman

New Extension project will aid horse owners in manure hauling

University of Illinois Extension has developed a new project that will provide horse owners in Lake, McHenry and northern Cook counties with an alternative to the traditional hauling service. Together with Wisconsin Extension, U of I Extension has received funding from the Great Lakes Regional Water Quality Program to establish "pilot" routes that will enable garbage haulers to pick up horse manure and bedding and take it to a compost facility, not a landfill.

"Manure is a fact of life that every horse owner has to deal with," said Ellen Phillips, U of I Extension Educator. "For many horse and stable owners, putting their horse manure in dumpsters and paying to have it hauled to the landfill with their regular household garbage has been the only solution.

"The project is called Changing Manure Streams," Phillips continued, "and it will assist waste haulers in establishing a pilot route between stables and larger composters, such as commercial composters, nurseries, and park districts. Each stable will have two dumpsters, one for garbage and one for manure and bedding only. On the pilot route, the hauler will pick up the manure dumpster on a regular basis and take it to

the designated composter. It's possible that the tipping fee at the composter will be less than the landfill fee, so costs will be less or the same. Additionally, stable owners should be able to reduce regular garbage pick-up."

Phillips said there are several reasons to establish an alternative to dumping manure in a landfill. "There's always an environmental cost when we place horse manure and bedding in landfills," she noted. "Manure and bedding can be a valuable resource for composting. Why dump it in a landfill and contribute to water quality problems?

"In addition," she said, "tipping fees at a landfill can be expensive, and every time a landfill closes, the next one is farther away, and the cost goes up. So this project hopes to alleviate some or all of these problems."

Anyone interested in participating in the project in Lake, McHenry or northern Cook counties may add their name to the potential participant list at <https://webs.extension.uiuc.edu/registration/?RegistrationID=5187>.

Those who sign up will be provided contact information for the hauler in their area. If the routes prove financially viable for the compost facility, the hauler

and the customers, additional routes in northeast Illinois (with additional haulers and compost facilities) will be added. Any haulers or compost facilities interested should contact Phillips at (708) 352-0109, ephillips@illinois.edu, or Randy Fonner at (217) 333-2611, refonner@illinois.edu.

University of Illinois Extension provides a number of online resources for manure management:

Manure Share (<http://web.extension.illinois.edu/manureshare>) is a manure exchange program that brings gardeners and landscapers searching for organic materials for use in composting or field applications in contact with livestock owners who have excess manure.

Composting Central (<http://web.extension.illinois.edu/compostingcentral/>) gives an excellent in-depth discussion of the science of composting.

Manure Talk Blog (<http://web.extension.illinois.edu/compostingcentral/>) provides updates and happenings related to solid manure management and composting manure. 🐾

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adding round-pens and lighting for educational clinics and improvements to their concession stand so they can generate additional income to support programming. The facility serves not only Massac County, but also 16 surrounding counties. Dale Walter, board president, accepted the award.



Massac County Youth Fair Board received a \$6,500 grant from the IEPB. Accepting is Dale Walter, Fair Board President, (third from left). (L-R) are Tom Jennings, Director, Illinois Department of Agriculture, and Promotion Board, Karen Freese, IEPB Chair, Walter, and IEPB Directors David Nobbe, Marcy Heepke and Kirk Dailey.

Moline – New Kingdom Trailriders received \$4,200 to purchase harness (with a second set of reins for the instructor) and related equipment to allow them to expand their therapeutic riding program to include driving. A cart, complete with hydraulic wheelchair lift, already has been donated to the program.

National – Dr. Samuel Black, who heads University of Massachusetts' Veterinary and Animal Science department, in conjunction with the Morris Animal Foundation, was awarded \$5,000 toward a study to identify the factors that lead to laminitis. "Teasing apart the chemical cascade that leads to laminitis is the first step to finding treatments, or even a cure for this poten-



Dr. Samuel Black, who heads University of Massachusetts' Veterinary and Animal Science department, was awarded \$5,000 toward studies in conjunction with the Morris Animal Foundation. Accepting for Dr. Black is Megan Hampton (third from left), development manager for Morris Animal Foundation. (L-R) are Tom Jennings, Director, Illinois Department of Agriculture; Karen Freese, Promotion Board Chair; and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

tially devastating condition," he said. This ongoing research also is supported by the American Association of Equine Practitioners and Knapp Fresian Foundation, and has the potential to benefit not only horses in Illinois, but around the world. The grant was accepted by Megan Hampton, development manager for Morris Animal Foundation.



East Fork Arena and Trails received a \$10,000 grant. Allen and Cathy Zellmer of the White Squirrel Saddle Club accepted the grant. (L-R) are Tom Jennings, Director, Illinois Department of Agriculture, Karen Freese, Promotion Board Chair, the Zellmers, and promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

Olney – East Fork Arena and Trails, a 40-acre site designated by the City of Olney for development of a horse arena, trails and camp site under the direction of the White Squirrel Saddle Club, received \$10,000 to continue work on arena lighting and an announcer's stand, plus additional campsites with electric/water hookups and wash racks. Summer plans include adding a shower house/bathroom and additional parking areas. The facility currently serves 700 participants and 500 horses, plus show crowds. The funds will go toward equipment and material purchases, with labor provided by volunteers. Allen and Cathy Zellmer of the White Squirrel Saddle Club accepted the grant.

Pike County – The Pike County Fair



Pike County Fair Board Project Director Eric Kirgan (second from left) accepts a \$6,600 IEPB grant from Karen Freese, Promotion Board Chair. Others shown (L-R) are Tom Jennings, Director, Illinois Department of Agriculture, and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

Board Horse Committee received \$6,600 to purchase materials for construction of an announcer stand and storage facility. Project director Eric Kirgan accepted the award.


Rockford – Trailside Equestrian Center, operated by the Rockford Park District, received \$20,000 for improvements to facilities and pastures at its Lockwood Park equestrian program. The program is home to 60 horses used for trail rides, lessons, youth camps and education programs, as well as being equine ambassadors to the park's 120,000 annual visitors. Accepting the award was Debbie Ackerman, who manages the Trailside Equestrian Center.



Trailside Equestrian Center, operated by the Rockford Park District, received a \$20,000 grant. Center Manager Debbie Ackerman (third from left) accepts the award from Karen Freese, Promotion Board Chair. Others shown (L-R) are Tom Jennings, Director, Illinois Department of Agriculture, and Promotion Board Directors David Nobbe, Marcy Heepke and Kirk Dailey.

By law, EPB funds must go to support equine research, education and promotion in keeping with the enabling legislation's core purpose: "Enhancement of the Illinois equine industry through self-funded programs, projects and activities. Grants to institutions and individuals will be related to equine research, education and industry enhancements and promotion."

Any group, individual, company or institution may apply for funding. Preference will be given to projects benefiting the largest number of people/horses.

A detailed research application is available (as well as a shorter project application) at www.HorsemensCouncil.org or from the EPB administrative office, 3085 Stevenson Drive, Suite 200, Springfield, IL 62703, phone (217) 529-6503. 



From the Saddle

A letter from Equestrian Land Conservation Resource's CEO, Deb Balliet


According to the United States Census Bureau, by the year 2050 the population is expected to increase by 100,000,000 people. The pattern of development to support such dramatic growth will be to build in rural areas currently surrounding metropolitan areas. Logic tells us the majority of the horses in the country will be housed in those areas. This is not the image we grew up with, nor what typically comes to our mind's eye, but this is the new reality.

Many of the feeder stables that provided advancing beginner riders involved in horse showing will be swallowed up by development. Places to event, steeplechase and foxhunt – horse sports, which need larger amounts of land – will

be fewer and further between. Access to locally grown hay will diminish. Costs for horse keeping including boarding, hay and grain will increase. Fewer children and their parents will have exposure to horses. The urban and suburban adult population will be less familiar with horses and have more fear about this large animal due to lack of experience. They may also not be able to sort out myth from fact with regard to living with livestock and safe manure management.

What are the implications of this new reality? Maintaining places for equestrian activity will require participation in community land use planning and zoning to ensure the continuation of equestrian activities and hay/grain operations.

Horse farms will need to be current with their manure and pasture management plans to ensure that riparian areas remain pollution-free and in compliance with the ever-increasing amount of federal, state and local water quality regulations. The bottom line is that horsemen will have to be savvier about land use planning and farmland conservation in order to protect the land needed for our hobby, sport and passion.

Your community and the Equine Land Conservation Resource need your help to ensure a bright future for the next generation of horsemen. Learn more at www.ELCR.org. 

Saddle up for Fitness! Horseback riding has no age limit

By Susan S. Stevens

Riding a horse burns calories, loosens joints and clears your head of cobwebs. The activity is pursued by many an older rider. An American Horse Council survey finds 7 percent of respondents are over 65. Three-quarters trail or otherwise pleasure ride.

Sue and Joe Perina keep three horses at Harrisburg, IL. They moved from Peoria, IL to the edge of the Shawnee National Forest after retirement. Both had back surgery that curbed, but didn't end, riding. Formerly president of the Illinois Trail Riders, Mrs. Perina took two-hour rides only months after surgery. Her husband also still rides.

Mrs. Perina's orthopedic surgeon made "less than supportive comments" about her riding. She retorted in a letter (quoted in an earlier issue of the Courier):

"I'm 67 years old. The other day my blood pressure was 116/63, I don't have high cholesterol levels, and I don't take anti-depressants. I can still throw 50-pound bales of hay around, mow my yard with a push mower (1/2 acre) and do just about anything I want. I don't know a lot of women my age that can say that, other than my horseback-riding friends.

"You guys just don't see the up side of owning horses. They make me get up and get busy in the morning – no soap operas here! My horses are my exercise, psychiatrist and incentive to keep healthy."

Still in the saddle at 93

A man who sets an example for other older riders is Chester Turner, 93. He keeps two horses and a mule for pleasure riding and working his cattle herd near Marion,

IL. Turner has had horses and mules all his life. His early career was as a mule driver in southern Illinois coal mines, and he trained horses until recently.

Not even hot summers keep Turner from riding. He prefers to spend five hours a day in a saddle and is a regular on the many organized group rides in the rugged Shawnee National Forest and nearby states. Some rides last as long as nine days, with riders and horses camping out. He also rides in parades.

Why is Turner still riding? "There's nothing better." When does he plan to retire from riding? "Never."

Another fixture on group rides is Jerry Bernaciak, 73, of Worth, IL, who often trailers to 100-mile-rides. At home, he rides a couple of hours on trails in the Palos Hills Forest Preserves, adjacent to the barn where he boards his Missouri Foxtrotter, "Ty."

The retired steel worker has had heart bypass, back and gall bladder surgery and wears his second pacemaker. "Since I've retired, I go for three weeks to a month at a time" several times a year on group rides. "It takes a lot of my time when normally, I would just be sitting doing nothing," Bernaciak says. "It keeps me young."

Fending off aches and pains

"I have all the little things you get when you get older," says Cecelia McClellan, 67, of Palos Park, IL. The semi-retired social worker lists borderline diabetes, high blood pressure, sciatica and a replaced knee among her ills.

"I sound much worse than I look." Her weight is perfect. Her energy level is high.

McClellan believes her musculoskeletal and cardiovascular systems are far the better from riding. "I have great core strength and balance from riding and cleaning the stall," McClellan says. "Balance is just the best thing for old folks. And when I had my knee replaced, my legs were quite strong from riding." Grooming her 28-year-old horse, "Diablo," exercises her arms.

McClellan used to run and play tennis, but "because of the knees, I had to stop." Though she bicycles and kayaks, she prefers riding on forest preserve trails. "This is the best thing for seniors. Anybody can do it."

Medical benefits outlines

"You'll be conditioning your heart, toning your muscles and getting a lift from the great outdoors," says Dr. David Di Paolo of the University of Texas Health Science Center at Tyler, an expert on exercise for older people.

"Brisk walking burns roughly 300 calories an hour," Di Paolo says. "That's about what you expend by doing horseback riding at an easy pace. If you ride the horse at a trot, you burn roughly 450 calories an hour. Riding at a gallop takes it up to 500 to 600 calories for the average adult."

Di Paolo adds, "There are calories you burn even when you're not riding. Grooming a horse expends about 450 calories an hour. Baling hay is also a calorie burner. You use about 10 calories a minute.

"Thirty minutes of horseback riding easily satisfies guidelines for daily exercise," Di Paolo says. "One added

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benefit: Outdoor exercise is thought to stimulate a greater serotonin release than indoor exercise. This may contribute to the boost in mood that accompanies exercise. Serotonin plays a role in emotions, mood, sleep and appetite.

Getting started

For those new to riding, lessons are recommended. Schooling helps improve balance on a moving horse and allows a rider to become "in tune" with a big companion.

Shoeing and hoof care of horses


Kevin H. Kline, PhD, PAS, University of Illinois, and an HCI director

Warm weather is here and it's time to enjoy horseback riding on the trails, at shows, or just in your own back yard or boarding stable. Before heading out to ride, though, your horse's hoof care and shoeing should be maintained.

Having a good relationship with a dependable farrier (horse shoer) who can keep your horse on a regular trimming and shoeing schedule is an important part of maintaining sound and healthy feet for your horse. Although professional accreditation is not necessary for horse shoers, one should find a shoer that communicates well, has good horse handling and shoeing skills, and preferably has AFA (American Farrier's Association) accreditation. Even the most skilled farriers who are overbooked or live too far away, may not offer you a regular enough schedule of hoof maintenance for your horse to have optimal hoof care. Therefore, good and dependable farriers who can help the horse owner maintain a steady routine of trimming and shoeing are invaluable assets.

There are several good reasons to shoe horses that will be ridden or driven recreationally or competitively. These reasons include protection, correction, action, traction, and therapeutic shoeing to reduce discomfort from underlying pathology of the hoof. Horse shoes, which may be made of various materials, including steel, aluminum or plastics, eliminate the contact of the hoof wall with the ground surface, thereby protecting the hoof wall from excess wear. Horses that have developed unbalanced hooves through deferred hoof maintenance, or less than ideal conformation, can have the hooves reshaped to a certain degree, and then have shoes applied to protect the newly shaped hoof and at least partially correct problems related to poorly shaped hooves. Horses that should have high action at the trot

Renting a horse starts at \$25 an hour for trail rides or beginners' lessons and climbs to \$200 for top-quality horses and instructors. Horse owners stable them for nothing and can feed them for about \$100 a month. Shoes and inoculations are extra. Boarding your horse starts at \$300 per month in the country and climbs to \$600 near towns and trails. Shoeing, veterinary care, saddles, bridles, brushes, etc. are extra.

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and canter, such as American Saddlebreds and Morgans, tend to carry heavier shoes to accentuate the high-stepping action, whereas horses such as hunters and Thoroughbred race horses should travel much lower with a long, low sweeping stride that does not waste motion. Therefore, these horses typically wear thinner steel shoes or even aluminum shoes to reduce shoe weight and encourage a lower arc of flight of the hooves when traveling. Horses that need to gain extra traction over potentially slippery or icy terrain may have various traction devices added to the shoes such as "calks" (spikes), swedges (creases in the shoes) or borium (a rough tungsten-based weld) applied to the shoe bottoms to gain a more secure foothold. Therapeutic shoeing, such as the addition of a plastic or leather pad between the hoof and shoe, can protect sensitive easily-bruised soles. Bar shoes that stabilize and reduce heel movement in horses with sore heels or navicular bone pain, can greatly reduce hoof discomfort in horses with less than perfect hoof soundness. Your farrier, in consultation with your veterinarian, can help you decide if special therapeutic shoeing may be necessary to improve the soundness of a horse that has hoof discomfort.

The average horse's hooves grow at a rate of about 1/3 to 1/2 inch per month, so horses that are shod should have their shoes removed and have their hooves trimmed and be re-shod about every 6-8 weeks so that excess hoof growth does not occur. Shoes left on too long can drastically change the hoof length and angle, causing potentially damaging changes in the biomechanics of the hooves and legs. When measuring the angle of a horse's hoof, defined as the line running along the front of the hoof wall, compared with the line running along the bottom, or sole of the hoof, the front feet

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How many horses do you own? _____
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Individual Membership Dues (includes \$1,000,000 insurance coverage) **\$42/yr**
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Check appropriate category
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Organization Membership Dues: \$50/yr.

Make check payable and mail to:



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3085 Stevenson Dr., Suite 200
Springfield, IL 62703
Phone: 217.529.6503
www.HorsemensCouncil.org

Total amount enclosed: \$ _____

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should carry an angle of about 55 degrees and hind feet an angle of about 58 degrees, on the average. There is quite a bit of natural variation among horses, according to individual conformation, and the ideal angle for any given horse may be plus or minus three or more degrees from these average values. A good farrier will not force a horse into a predetermined hoof angle that does not match its individual conformation.

Horses that won't be traveling over rough or abrasive terrain while not being ridden frequently during parts of the year may not need shoes in many cases, and the natural wear on the unshod hoof walls will decrease the need for as frequent trimming. Still however, uneven hoof wear patterns should be noted and the farrier should trim and re-balance the hooves of bare-footed horses every couple of months to maintain proper mechanical function.

Routine hoof care and shoeing of horses

should be part of a comprehensive horse management program that also includes proper nutrition, and general health maintenance through vaccinations, parasite and pest control, and facilities and waste management. Horse owners are well-advised to heed the old horsemen's adage: "No hoof – no horse," as sound feet and legs are absolutely required in order to enjoy recreational or competitive riding with your favorite horse. 🐾

Horsemen's Council of Illinois awards \$1,000 Dean Scoggins Scholarship to U of I veterinary student Kalyn Herzog

Kalyn Herzog of Urbana, IL has been awarded the 5th annual \$1,000 Dean Scoggins Memorial Scholarship by the Horsemen's Council of Illinois (HCI). Presentation was made during ceremonies at Illinois Horse Fair, attended by more than 10,000 horse owners.

Herzog, daughter of Jan Varnes of Des Plaines, IL, is a third-year Veterinary Medicine student at the University of Illinois. Next year she will be tracking "Equine" during her rotations, planning to pursue an internship and residency/board certification in equine internal medicine or theriogenology.

Growing up in Des Plaines, Herzog learned to ride both English and Western as a child, but never competed and today rides strictly for pleasure (trail riding, bareback, jumping, fun shows, she explains).

"I even got married on horseback February 10, 2008 to my high school sweetheart (Mike Herzog) with the horses we had been riding together for six years prior," Herzog said.

She has been an officer of the Illinois Student Chapter of the American Association of Equine Practitioners (AAEP) and a



Kalyn Herzog, center, receives \$1,000 Dean Scoggins Memorial Scholarship from Horsemen's Council of Illinois. (L-R) Laurie Scoggins Crabtree, Dr. Scoggins' daughter, Herzog, and HCI Director Kevin Kline, PhD, Pas, University of Illinois.

national AAEP student member for the past two years. Her duties include working with the clinicians in overseeing the health and well-being of the resident teaching horses living at the vet school, providing the horses with regular care and attention through the Resident Equine Program (REP), and helping fellow students gain horse handling experience. She also has been an officer in the school's Theriogenology Club and student member of the Society for Theriogenology (SFT) for the past three years.

The Scoggins scholarship was initiated in 2007 by HCI to honor the memory of the late Dr. R. Dean Scoggins, DVM, a dedicated horseman in addition to being a skilled veterinary practitioner and faculty member at the University of Illinois College of Veterinary Medicine. He spent a great deal of time promoting the strength and integrity of the horse industry through his educational efforts, teaching both on-campus and off-campus as an Illinois State Specialist with UI Extension. In addition, he promoted these ideals as a proactive HCI board member. This scholarship aims to help promote Dr. Scoggins' ideals through recognizing an outstanding Illinois resident veterinary student who has a demonstrated background and interest in the health and welfare of horses and in Illinois.

Applications for this year's scholarships are being accepted until November 1. Guidelines and application forms are available by writing to the Horsemen's Council of Illinois or on its web site www.HorsemenCouncil.org. HCI may be addressed at 3085 Stevenson Drive, Suite 200, Springfield, IL 62703. Phone (217) 529-6503. Fax (217) 529-9120. 🐾

Improve Your 'Horsebiz' Marketing...One Week At A Time



An online article series by an HCI member is helping equestrian businesses improve their marketing this year, week-by-week.

Titled '52 Fridays,' the year-long series grew out of HCI member Lisa Kemp's workshop titled 'Fifty Ways (Yes, 50!) To Stretch Your Marketing Budget' at the 2010 Equestrian Lifestyle Expo and Holiday Market.

"People really responded to that over-

the-top list of fifty tips and ideas," says Lisa. "Several attendees contacted me afterward to say how inspiring it was, and how the workshop helped them come up with ideas they could use in their own marketing strategies."

Although she grew up with horses, Lisa was away from them for a number of years during a Chicago marketing career with organizations that are tops in their fields, including YMCA, Hewitt Associates and AON.

"After I returned to the horse world, I saw that my marketing expertise could help many horsemen and women who are doing

good work, but would benefit from some horse-savvy help to better reach their customers and improve their overall success rates," she says.

Lisa's marketing career and her lifelong love of 'everything horse' are proving to be a boon for the equine industry; this year Lisa's been a finalist in the Best Use of Twitter - International category in the first-ever Equestrian Social Media Awards, and she was the only horse person named to the list of 'Twitter's Top 75 Badass Women.' She's also received several top public relations awards for new media programs she's

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developed for clients, winning against stiff competition from companies such as Kraft and Sara Lee.

"Of course I'm personally thrilled to be honored, but more importantly, these awards show that with the combination of good marketing strategy, modern technology, and social media, equestrian businesses can compete against mainstream ones to get the word out about how great horses and the equestrian lifestyle are, and to draw new people to the industry," she points out.

Since her Expo workshop was such a hit, Lisa decided to take the ideas online to her *No Biz Like Horsebiz* blog. "I launched the 52 Fridays series this past January," she says. "Each week I take one marketing tip, idea, or resource, many of which I've learned or developed during twenty-plus years of marketing, and I explain them in greater detail. I also include examples of how these concepts can be applied to equestrian businesses."

The tips are organized into categories, including Marketing Strategy, The Internet, and Social Media, exploring different facets of each category over a period of several weeks. (The full 52 Fridays series will be available as an e-book later this year.)

We've asked Lisa to share some of her 52 Fridays tips. Included below are those that are online through the end of April, plus several 'sneak peek' tips for May. To read the full articles for each one, head to www.KempEquine.com, where you can also sign up to receive future 52 Fridays articles by email or RSS feed.

Marketing Strategy

- #1 – Know Your Target Markets, And How To Reach Them
- #2 – Identify Goals For Your Business, Plus Your New Projects
- #3 – Make A List Of Your Resources ...It Could Surprise You
- #4 – What The Bleep Is A Marketing Calendar, And How Do I Use One?

The Internet

- #5 – The Internet Is The Cost-Conscious Marketer's Friend
- #6 – Which Is Better, A Static Or Dynamic Website?
- #7 – Start a 'Good Websites' File, Even If You're Happy With Yours
- #8 – Limit Your Website's Bells & Whistles
- #9 – Seek Out Options For DIY And Lower-Cost Websites

- #10 – Some Things You Can DIY, But For SEO, You Might Want To Hire A P-R-O
- #11 – To See Where You're Going, Map Our Your Website Architecture

Social Media

- #12 – Using Twitter Allows You To Connect & Share...In Real Time
- #13 – Twitter Tools That Help Optimize Your Results
- #14 – Casual Interaction On Facebook Can Supplement Your Horsebiz Website
- #15 – With LinkedIn, It's Just Business
- #16 – Using Social Media – There's A Policy For That
- #17 – Think You Don't Have Anything To Share On Social Media? Think Again!

Photography

- #18 – Shoot Horses Better, With Better Camera Skills
- #19 – When It's Time To Hire A Pro Photographer

