

Chicagoland Equestrian Lifestyle Expo & Holiday Market



Jane Savoie



Dr. Robert Miller



Charles Wilhelm



Diane Carney



Dianne Eppers



Larry Whitesell
Jennifer Bauer

Dr. Miller Book Signing – Buy a book or bring it from home...Dr. Miller will sign it as part of Saturday Night Live-ly 5 to 7 p.m.



Ann S. Reilly

Exceptional learning opportunities • Great shopping

56 presentations – choose from 4 every hour –by renowned trainers, clinicians and industry experts, plus U of I College of Veterinary Medicine, SIU's 4-year Equine Science Program, and roundtables with intimate access to speakers (think speed dating with your choice of experts).

ProTrack for farm and stable managers... six sessions, six experts, six topics, selected specifically for horse operations (Sunday).

"All Things Equestrian" shopping...English and Western for all breeds and disciplines and every barn at 100+ commercial vendors.

With 30 Days Before Christmas... Holiday gift items include jewelry, art, books, videos, collectibles, stationery, home/barn/lounge accessories, etc.

Shopping is all on one 65,000-sq-ft level with learning opportunities and fun activities in separate seminar and game areas.

Saturday Night Live-ly 5 to 7 p.m Dr. Miller Book Signing: "Treasure Hunt" with prizes.... Hors d'oeuvres, wine bar and music.

Keynoters: Three-time Olympic coach **Jane Savoie** of Wellington, FL, is an international competitor, author and highly entertaining speaker.

Dr. Robert M. Miller of Thousand Oaks, CA, is a world-renowned veterinarian, speaker, author on horse behavior and natural horsemanship, and father of "foal imprint training."

Trainer/Communicator/Motivator **Charles Wilhelm** from Castro Valley, CA, combines traditional, classical and natural horsemanship as they apply to every riding discipline.

Sport psychologist **Ann S. Reilly** PhD, of McLean, VA, is an internationally known performance enhancement consultant.

Hunter/Jumper pro **Diane Carney**, Algonquin, IL, has Grand Hunter Championships, Grand Prix victories, chef d'equipe credentials and USEF judges cards.

AQHA Professional Horsewoman of the Year **Dianne Eppers**, Grayslake, IL, has more than 15 World and Reserve World titles, coached

six riders to All-Around and reserve All-Around titles, and is executive director of National Snaffle Bit Association.

Gaited riding's recognized authority and internationally known clinician **Larry Whitesell**, Baxter, TN, with Jennifer Bauer, reflect the French Classical school in their training methods.

Walk in your horse's shoes – experience what your horse actually sees and feels: why all horses spook because one does; why a horse refuses to move. Participate in activities that will forever change your understanding of horse behavior, help you train in a fraction of the time and have your horse hungry for more – by **SIU Equine Science Program**.

GREAT HOTEL RATES

Come for the weekend – Enjoy Expo and all Chicagoland has to offer.

Rates for 1-4 people, 2 beds; all allow pets. Mention Expo to get these great rates.

Comfort Suites, Grayslake, (new in '09) Deluxe hot breakfast; US 45 and IL 120 (next to Country Squire Restaurant) Ph: (847) 223-5050 Expo Rate: \$70

DoubleTree Libertyville-Mundelein. Full service hotel. IL 83, W. of US 45 and E. of IL 60. Ph: (847) 949-5100 Expo Rate: \$69

Super 8 Mundelein ("A Pride of Super 8" property for past 3 years) Free continental breakfast, US 45, S. of IL 60. Ph: (847) 949-8842 Expo Rate: \$45

November 19-20, 2011
Hours: 10 a.m. to 7 p.m. Saturday;
10 a.m. to 5 p.m. Sunday
Tickets: One-day \$8, Two-day \$14
Lake County Fairground's Expo Center
Peterson & Midlothian Roads
Grayslake, IL 60030
Free Parking
Google or MapQuest for directions

For information: 866.384.9161
or www.HorsemensCouncil.org/Expo
To exhibit: JM@TheMeierhans.com

Choose From 56 presentations

Presentation Schedule – Saturday, November 19

10:30 a.m. ■ The Little Things that Drive the Big Things – Jane Savoie, three-time Olympic coach, international competitor, author ■ Why is Ground Work So Critical for Success? – Trainer/communicator/motivator Charles Wilhelm ■ The Geriatric Horse: normal age-related changes, common medical problems, management changes – Kara Lascola, DVM, assistant professor of veterinary clinical medicine, U of I College of Veterinary Medicine ■ Your Trailer and the DOT: What you need to know – Ken Bons, owner Spirit CDL Training Corp., a Secretary of State-certified truck-driving school.

11:30 a.m. ■ What Brings Out Gait in a Horse? – Gaited riding's recognized authority, Larry Whitesell, and Jennifer Bauer ■ Understanding the Horse's Mind, Part I – Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ Grooming and Conditioning Tips and Tricks – Jennifer Lindgren, MS Ed., judge, columnist, clinician, instructor and coach ■ Equine Emergency First Aid: What you can do while waiting for your vet – Karie Vander Werf, DVM, Large Animal Emergency and Critical Care resident, U of I College of Veterinary Medicine.

12:30 p.m. ■ Winning the Mind Game in Equestrian Sports: Mental Preparation for Success in Competition – Ann S. Reilly, PhD; leader in equestrian sport psychology in the U.S., author of "Sport Psychology Workbook for Riders," dressage rider ■ Understanding the Horse's Mind, Part II – Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ My Horse Has Chronic Foot Pain: What do I do? – Santiago D. Gutierrez-Nibeyro, DVM, Diplomat of the American College of Veterinary Surgeons, clinical assistant professor, U of I College of Veterinary Medicine ■ Color Genetics – Liv Sandberg, MS Equine Science; Department of Animal Sciences, University of Wisconsin Madison, Equine Extension Specialist.

1:30 p.m. ■ Evaluating Quality in Saddles and Tack: Learn how to judge for yourself – Julie Cyra, owner of saddle-fitting specialist West 20 Saddle Co. ■ Showing to Win in Western Pleasure – Dianne Eppers, AQHA Professional Horsewoman of the Year, executive director of National Snaffle Bit Assn. ■ Equine Law 101: Reducing personal and financial risks in equine activities – Yvonne Ocrant, JD, partner, Hinshaw & Culbertson LLP, Chicago, and event rider ■ Are Mandatory Coggins Laws Made Obsolete by New Data? – Sheryl King, PhD,PAS; Professor and Director of the Equine Science Program at Southern Illinois University Carbondale.

2:20 p.m. ■ New Horse Owners: Choose your team wisely – Kevin Kline, PhD, Professor of Animal Science, University of Illinois ■ Understanding the Horse's Mind, Part III – Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ Understanding Horse Personalities – Yvonne Barteau, FEI trainer, rider, instructor and author of Ride the Right Horse;" book signing after presentation ■ What We Lose if Horses Become Companion Animals instead of Livestock – Frank Bowman, Horsemen's Council of Illinois executive director and lobbyist ■ RoundTables – Speed dating with a variety of equine experts (15-minute session, then change tables); visit website for list of table topics, experts.

3:30 p.m. ■ Feet First: What you Should Know about Farrier Care – Russ Vanderlei, Master Farrier, Educator and Clinician ■ Understanding the Horse's Mind, Part IV –

Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ Understanding Horse Syndications So You, Too, Can Enjoy the Ride – Yvonne Ocrant, JD, partner, Hinshaw & Culbertson LLP, Chicago, and event rider ■ It's Not Sexy, It's Not Cool, But It's Critical: Current zoning challenges in McHenry County and how they affect horsemen in every county – Rachel Kane, DVM, Entropy Farm, 54-acre boarding/training/breeding facility in Woodstock.

4:30 p.m. ■ Factors that Limit Optimum Performance – Kevin Kline, PhD, Professor of Animal Science, University of Illinois ■ It's Never, EVER, the Horse's Fault – Trainer/communicator/motivator Charles Wilhelm ■ Bits and Biting: Removing the Mystery – Julie Cyra, owner of saddlefitting specialists West 20 Saddle Co. ■ Problem Solving with Animal Communication – Brooke Baxter, animal communicator, Reiki master, founder of Four Legs & a Soul, and life-long horse owner.

5:30 p.m. ■ Dealing with Canter Problems – Jane Savoie, three-time Olympic coach, international competitor, author ■ Teaching Collection to Help the Gaited Horse Find Gait – Gaited riding's recognized authority, Larry Whitesell, and Jennifer Bauer ■ You're in a Trailer Accident: What should you do next? – Steve O'Dell, Emergency Response Training lead instructor and current president of Trail Riders of DuPage ■ Fat Horse – Skinny Horse: Body condition scoring – Debra Hagstrom, MS, University of Illinois Extension Specialist – Horses ■ RoundTables – Speed dating with a variety of equine experts (15-minute session, then change tables); visit website for list of table topics, experts.



Presentation Schedule – Sunday, November 20

10:30 a.m. ■ Suppleness: Unlock your Horse's Body! – Jane Savoie, three-time Olympic coach, international competitor, author ■ Five Most Common Horse Problems – Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ Soft Tissue Injuries: Shockwave Therapy, Stem Cells and IRAP Treatments – James Meister, DVM, Prairie Equine Clinic, and event rider ■ Workmen's Comp – Who Needs It and Why? And Other Insurance Needs – Mitch Erland, insurance professional, Erland Insurance Agency, and horse owner (ProTrack for farm and stable managers).

11:30 a.m. ■ Feet First: What you Should Know about Farrier Care – Russ Vanderlei, Master Farrier, Educator and Clinician ■ How to Solve Your Horse Problems – Robert M. Miller, DVM, world-renowned veterinarian, speaker, author and father of "foal imprint training" ■ Are You Prepared for an Equine Emergency? – Janet Flury, owner of Safety Check, Inc., a company specializing in workplace safety, and AliBoo Farm, specializing in hunters and jumpers ■ Mastering the Customer Relations Game: Do you want to hide when certain clients arrive? Are you exhausted after teaching some clients? Is managing horses easier than interacting with clients? Learn how to enhance your customer relation skills and maintain peace in your business through an understanding of your clients' personality types and how to work effectively with each type – Ann S. Reilly, PhD, leader in equestrian sport psychology in the U.S., author of "Sport Psychology Workbook for Riders," and dressage rider (ProTrack for farm and stable managers).

12:30 p.m. ■ The Truths and Myths of Gaited Horses – Gaited riding’s recognized authority, Larry Whitesell, and Jennifer Bauer ■ Bridging the Gap: Classical, traditional and natural horse training – what do they have to say to each other? – Trainer/communicator/ motivator Charles Wilhelm ■ Hunt Seat Horsemanship: Diane Carney, professional trainer with Grand Hunter Championship and Grand Prix victories from California to Florida ■ Why the Mid-Life Woman Should be Your Target Market: How to Find Her, How to Keep Her – Lisa Kemp, Kemp Equine, and Martha Thompson-Hoyt, Palos Hills Riding Stables and New Traditions Riding Academy (ProTrack for farm and stable managers).

1:30 p.m. ■ Improving Your Horse’s Performance through Saddle Fit – Julie Cyra, owner of saddle-fitting specialist West 20 Saddle Co. ■ Follow Your Dream: Steps to Becoming a World Champion – Dianne Eppers, AQHA Professional Horsewoman of the Year, executive director of National Snaffle Bit Assn. ■ Share Boarding, Lesson Leases and other Options in a Tough Economy – Jennifer Lindgren, MS Ed., judge, columnist, clinician, instructor and coach ■ The Importance of a Business Plan for Your Horse Operation and How to Write One – Sue Conners, PhD, founder and director of Purdue University Calumet’s Equine Management program, one of only three based in an accredited School of Management (ProTrack for farm and stable managers) ■ RoundTables – Speed dating with a variety of equine experts (15-minute session, then change tables); visit website for list of table topics, experts.

2:30 p.m. ■ Overcoming Your Fears and Anxieties Associated with Horses and Riding – Ann S. Reilly, PhD, leader in equestrian sport psychology in the U.S., author of “Sport Psychology Workbook for Riders,” and dressage rider ■ How Your Riding Helps the Horse Gait – Gaited riding’s recognized authority, Larry Whitesell, and Jennifer Bauer ■ Fables, Fallacies and Fibs....Sorting Science from Equestrian Folklore – Sheryl King, PhD, PAS; Professor and Director of the Equine Science Program at Southern Illinois University Carbondale ■ Fifty (Yes, 50!) Social Media Tips for Horsebiz Success – Lisa Kemp, Kemp Equine, Chicago, is a leader in equine social media marketing who uses her 20+ years of

award-winning marketing and writing expertise to guide horse businesses to improved results through better marketing strategies (ProTrack for farm and stable managers).

3:30 p.m. ■ How to Cope with Shying: What TO do and what NOT to do – Jane Savoie, three-time Olympic coach, international competitor, author ■ The Seven Secrets Every Horse Wants You to Know – Trainer/ communicator/motivator Charles Wilhelm ■ On Pins and Needles: How to incorporate acupuncture and chiropractic work into your horse’s healthcare – Odette Suter MS, DVM, Prairie Equine Clinic ■ What Every Stable Manager Should Know about the new Stablemen’s Lien Law and Pending Reforms to Guest Worker Programs – Frank Bowman, Horsemen’s Council of Illinois executive director and lobbyist (ProTrack for farm and stable managers).

For expanded speaker bios and more information on their topics, please visit www.HorsemensCouncil.org/Expo

Pro Track for Stable and Farm Managers – Sunday

10:30 a.m. ■ Workmen’s Comp – Who Needs It and Why? And Other Insurance Needs – Mitch Erland, insurance professional, Erland Insurance Agency and horse owner.

11:30 a.m. ■ Mastering the Customer Relations Game: Do you want to hide when certain clients arrive? Are you exhausted after teaching some clients? Is managing horses easier than interacting with clients? Learn how to enhance your customer relation skills and maintain peace in your business through an understanding of your clients’ personality types and how to work effectively with each type from Ann S. Reilly, PhD; leader in equestrian sport psychology in the U.S., author of “Sport Psychology Workbook for Riders,” and dressage rider.

12:30 p.m. ■ Why the Mid-Life Woman Should be Your Target Market: How to Find Her, How to Keep Her – Lisa Kemp, Kemp Equine, Chicago, and Martha Thompson-Hoyt, Palos Hills Riding Stables and New Traditions Riding Academy, Palos Hills.

1:30 p.m. ■ The Importance of a Business Plan for a Horse Operation and How to Write One – Sue Conners, PhD, founder and director of Purdue University Calumet’s Equine Management program, one of only three based in an accredited School of Management.

2:30 p.m. ■ Fifty (Yes, 50!) Social Media Tips for Horsebiz Success – Lisa Kemp, Kemp Equine, Chicago, is a leader in equine social media marketing who uses her 20+ years of award-winning marketing and writing expertise to guide horse businesses to improved results through better marketing strategies.

3:30 p.m. ■ What Every Manager Should Know about the new Stablemen’s Lien Law and Pending Reforms to Guest Worker Programs – Frank Bowman, Horsemen’s Council of Illinois executive director and lobbyist.

Ideas espoused by presenters not necessarily those of Horsemen’s Council of Illinois. Please check web site for more information on speakers, topics, schedule changes and updates.

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