

CCE Equine E-Newsletter

January 27, 2012

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IN THE NEWS

Horse Business Tip: How to Get 3 Things Done at Once

(Source: Elisabeth McMillan, www.equestrianprofessional.com <<http://www.equestrianprofessional.com/>>)

Have you ever wished you had a body double (or triple) that could take on some of your workload? Most horse professionals find themselves hard pressed for time. The horses and clients have to come first (and rightfully so) which makes it pretty common for the business and marketing ends of the average horse business to suffer from neglect. But never fear, there are some solutions that even the most time stressed of you can apply.

The most effective and time saving business practice that horse professionals can implement, is to connect the financial and promotional aspects of running their business with their equestrian activities in such a way that they are able to quickly identify the true impact of their day-to-day activities and decisions. A great way to connect these three areas (marketing, financial and equine/equestrian related activities) is by taking an event approach to running your horse business. We described this approach during our recent webinar, "A Plan to Succeed - Scheduling Horse Business Success."

Here is a brief outline of the process:

1. Enter important events in your calendar - Horse shows, clinics, foaling, holidays and important financial events.
2. Plan and Schedule - Do financial projections and schedule marketing around the events you have entered.

3. Measure and Improve - There are a lot of different tools you can utilize.

In addition to the benefits of making your horse business more profitable and easier to run, this process will help you create the main outline of your 2012 marketing plan in about an hour. It's a great time saver because it enables you to get three things done at once!

UPCOMING EVENTS

FEBRUARY

Regenerative Medicine for Equine Injuries

Thursday, February 2, 2012

7:00 - 9:00 pm

Rt 67 Cafe and Country Store, 1958 Route 67 Amsterdam Rd, Charlton NY 12020

Dr. Axel Sondhof will be joining us at Route 67 Country Store & Café for an educational seminar on Equine Related Regenerative Medicine and Stem Cell Therapy for injuries involving the musculoskeletal apparatus in horses. He has been using Stem Cell therapies, Platelet Rich Plasma (PRP), and Bone Marrow Aspirate Concentrates (BMACs) for more than 10 years in a variety of sport horses including show jumpers, driving horses, racehorses, and barrel racers. The cost of this event is \$10.00 which includes your choice of drink from our Full Espresso Bar and dessert item. Please RSVP by purchasing a ticket in the store or over the phone - (518) 882-7347. Limited seating is available. Visit www.rt67cafe.com <<http://www.rt67cafe.com/>> for more information.

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No Land.No Horses: A Panel Discussion on Trail Sustainability & Land Conservation

Thursday, February 9, 2012

7:00 - 9:00 pm

CCE Saratoga County, 50 W. High Street, Ballston Spa, NY 12020

Do you have questions about conserving your farm? How about creating sustainable trails? Join us for this free workshop where we will introduce you to a panel of local Land Conservation and trail organization leaders. Land is an essential resource for the equine industry; both hobby and sport.

During this two hour panel discussion, we will cover:

- creating and maintaining sustainable trails
- land/water conservation issues as they pertain to the equine industry
- easements and why they are so important to the equine industry, especially in this area

There is no cost, but please call or email Sharon LaPier at stl32@cornell.edu <<mailto:stl32@cornell.edu>> or (518) 885-8995 to register.

Let's start the New Year off with a discussion about LAND!

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Upstate Equine Medical Center's Fourth Annual Equine Nutrition Lecture

Wednesday, February 15, 2012

7:00 pm

Upstate Equine Medical Center, 362 Rugg Road, Schuylerville, NY 12871

Dr. Krishona Martinson, University of Minnesota Extension will be lecturing on "Improving Hay Efficiency" in an interactive format. Mr. George Peters of Win\$um Ranch will be speaking about "Horse Sense: Applying Normal Equine Behavior to Training Techniques. Admission is free. Reservations are suggested but not required, so please call, email or fax to reserve your place by February 11th. Don't miss the food, fun and fabulous prizes. Phone: (518) 695-3744; Fax (518) 695-3465; upstateequine.@aol.com <<mailto:upstateequine.@aol.com>> .

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3rd Annual Horseman's Social

Thursday, February 23, 2012

6:30 - 9:30 pm (New Time)

Longfellow's Restaurant & Inn, 500 Union Avenue, Saratoga Springs, NY 12866

Join us for an evening of fun and networking at our 3rd Annual Horseman's Social. Entertainment! Door Prizes. \$25.00 per person includes heavy hors de oeuvres, water and soda. Cash bar is available for beer, wine & mixed drinks.

Please pre-register by returning the form below with your check made payable to:

CCE Saratoga County and mail to:

Cornell Cooperative Extension, 50 W. High Street, Ballston Spa, NY 12020

No later than February 17, 2012.

So get out of the barn and shake off that cabin fever! For more information or to make a reservation with a credit card, please contact Sharon T. LaPier at (518) 885-8995 or stl32@cornell.edu <<mailto:stl32@cornell.edu>> .

CCE Equine's Horseman's Social Mixer-Thursday, February 23, 2012

Name_____

Address_____

Daytime Phone #_____ E-Mail_____

Amount Enclosed \$_____ # Attending_____

CREDIT CARD: _____Mastercard _____ Visa

Credit Card #_____

Exp. Date_____ 3 Digit Security Code_____ Zip Code_____

Name as it appears on your card_____

Name(s) of Those Attending:_____

JUNE

Gentle Dove Farm Demonstration: NYS 4-H Youth Development Horse Program In-Service Training

Saturday, June 2, 2012

Cornell University, Ithaca, NY

Presented by Joann Long, National Mounted Police and Toronto Police Services Certified. More information coming soon! Visit www.GentleDoveFarm.com <<http://www.gentledovefarm.com/>> , or contact Joann at JKLong@rochester.rr.com <<mailto:JKLong@rochester.rr.com>> , (585) 738-7477.

JULY

Gentle Dove Farm's Versatile Horse Obstacle Clinic: Mounted Police Style

Saturday, July 28, 2012

12:30 - 5:30 pm

Turk's Southwind Stable 2179 Dean Rd, Lodi, NY

Presented by Joann Long, National Mounted Police and Toronto Police Services Certified. Hosted by Louise Schroedert. Riders will work with their mounts in creative sensory and obstacle situations, with the emphasis on versatility challenges. Spectators welcome - discounts for pre-registration! Join us from 12:30 pm to 5:30 pm. For more information and registration ,visit www.GentleDoveFarm.com <<http://www.gentledovefarm.com/>> , or contact Joann at JKLong@rochester.rr.com <<mailto:JKLong@rochester.rr.com>> , (585) 738-7477.

AUGUST

Gentle Dove Farm's On The Trail Obstacle Clinic: Mounted Police Style

Saturday, August 4, 2012

10:00 am - 3:30 pm

Emerald Hill Farm, 1707 Murray Rd, Victor, NY 14564

Presented by Joann Long, National Mounted Police and Toronto Police Services Certified. For the first time ever, you can participate in this unique opportunity to learn obstacle strategies while enjoying a gorgeous trail ride on the rolling hills in Victor! Spectators welcome - discounts for pre-registration! Join us from 10:00 am to 3:30 pm. For more information and registration, visit www.GentleDoveFarm.com <<http://www.gentledovefarm.com/>> , or contact Joann at

JKLong@rochester.rr.com <<mailto:JKLong@rochester.rr.com>> , (585) 738-7477.

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Gentle Dove Farm's Versatile Horse Obstacle Clinic: Mounted Police Style

Saturday August 18, 2012

12:30 - 5:30 pm

Old Broads Riding Club and held at Fisher Farm 7269 Plainville Rd, Memphis, NY

Presented by Joann Long, National Mounted Police and Toronto Police Services Certified. Riders will work with their mounts in creative sensory and obstacle situations, with the emphasis on versatility challenges. Spectators welcome - discounts for pre-registration! Join us from 12:30 pm to 5:30 pm. For more information and registration visit, [www.GentleDoveFarm.com](http://www.gentledovefarm.com) <<http://www.gentledovefarm.com/>> , or contact Joann [atJKLong@rochester.rr.com](mailto:JKLong@rochester.rr.com) <<mailto:JKLong@rochester.rr.com>> , (585) 738-7477.

RESOURCES:

New York Horse Park announces publication of their new e-newsletter Horse Park Happenings. This e-newsletter will focus on issue related to developing a horse park in the Saratoga region, and what that means for equestrians and horse lovers, the local and state economy, land conservation and area tourism. Other equine related issues will also be addressed. To subscribe, visit www.nyhorsepark.org <<http://www.nyhorsepark.org/>> , select Newsletters in the left menu column and click on Subscribe.

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New York State Horse Council

We are New York's equine volunteer umbrella organization devoted to creating a forum in which horsemen of diverse interests can use their "horsepower" to guarantee a future of horses, horse sports, trail development, land use and horse-related businesses in New York State. Our membership consists of individuals, equine organizations, stables, and businesses and together our voice is well recognized throughout the state in these pursuits. For more information, go to www.nyshc.org <<http://www.nyshc.org/>> .

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Gentle Dove Farm Obstacle Training Mounted Police Style!

Offering clinics, workshops, lessons, and lectures at your location! Learn mounted police training techniques that encourage partnership and communication to achieve exceptional trust. Presented by Joann Long, National Mounted

Police and Toronto Police Services Certified, and multiple-time North American Police Equestrian and NYS Grand Champion. Riders work with their mounts in creative sensory and obstacle situations using proven police horse training techniques. Schedule obstacle training in your area or join one that's already planned! For more information, contact Joann at (585) 738-7477, JKLong@Rochester.rr.com <<mailto:JKLong@Rochester.rr.com>> or www.GentleDoveFarm.com <<http://www.gentledovefarm.com/>> .

OPPORTUNITIES

Volunteers Needed

STEP the Saratoga Therapeutic Equestrian Program is seeking volunteers for its 26th season of service in the Capital District for special needs children, adults and its Horses for Heroes program taking care of the STEP horses, stable, and actively providing assistance in therapy sessions with clients. Accepting ages 14 and up with a training program for ages 11-13 in STEP's Experiential Learning program. Call today at (518) 374-5116 and ask for Ann or email Kay at stepatnfec@yahoo.com <<mailto:stepatnfec@yahoo.com>> .

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Become Part of a Winning Team! Winning Weekends 2012 Horse Show Series is offering Vendor and Sponsorship opportunities. For more information, go to www.WinningWeekends.com <<http://www.winningweekends.com/>> . Sponsorship opportunities start at just \$10! Vendors who take advantage of our sponsorship program receive discounts on their vendor fees.

Sponsors and Vendors to date: Equine Clinic at OakenCroft, Cowgirl Couture, Right at Home Farm, Funny Farm Designs, Walker's Farm & Tack. Your business's name could be listed here in our next email update sent to over 1,500 area equine enthusiasts!

Also, Series Stalls are Now Available. Purchase your Series Stall before April 1st and save up to \$30! Barn location requests are granted in the order that payment is received. We'll try to keep our website and Facebook page updated as to barn availability. Purchase forms are available on the website. Don't forget that we can accept major credit cards and Paypal for stalls and gift certificate purchases.

MARKETPLACE

New York Horse Park

The NY Horse Park, Inc. is working on developing a large, multi-use, state-of-the-art facility in the Saratoga region, capable of attracting local, regional, national and international equestrian competitors/competitions. It will be a world class

destination for tourists and families as well as horse people, complete with a covered arena capable of seating thousands of spectators to allow for year-round showing, seminars, workshops, and training events. Indoor polo, horse sales, other equestrian, para-equestrian and agriculturally related events will also be able to call the New York Horse Park home. Your support is needed to make the NY Horse Park a reality. For more information please visit our website or email us at info@nyhorsepark.org <<mailto:info@nyhorsepark.org>> . Please consider making a donation now. Donations may be made via PayPal from our website at: <http://www.nyhorsepark.org> <<http://www.nyhorsepark.org>> or send a check payable to NYHP, Inc. at PO Box 3402, Saratoga Springs, NY 12866. We thank you for your support. The NY Horse Park, Inc. is a 501(c)(3) corporation.

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Help Wanted: Barn Help/Asst. Barn Manager

Barn help and/or Asst. Barn Manager needed at Three Lessons Farm (www.threelessonsfarm.com <<http://www.threelessonsfarm.com>>). We seek experienced farm help, but are willing to train motivated and reliable people who have a desire to work with horses and handle general barn work (stall cleaning, barn cleaning, paddock cleaning, horse turnout and bring-in, etc.). Hourly wage is dependent upon background/experience. Please contact Dave Russell directly at (609) 354-2888 to discuss details.

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Help Wanted: Stablehand Wanted

Must have working knowledge of stall cleaning and horse handling. Must be able to work independently and have own transportation. Needed 5-6 times a week during the day for approximately 2 hours between 9:00 am and 3:00 pm to clean stalls to start. References and background check required for position. Must be 18 years of age to apply. Pay scale to be discussed or will offer free lease/lessons and or reduced board in exchange for work. Call STEP at (518) 374-5116 and ask for Kay or email stepatnfec@yahoo.com <<mailto:stepatnfec@yahoo.com>> .

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Winning Weekends 2012 Horse Show Series

Winning Weekends shows are open to all breeds of equines, with nine different divisions offered for all levels of riders. More info can be found on our website: www.WinningWeekends.com <<http://www.winningweekends.com>> . New for 2012: Open/Green AQHA classes, Equestrians with Disabilities classes, Battle of the Barns to benefit Susan G. Komen; Plus many old favorites: \$\$ Added Challenge, *Halter, Showmanship and Equitation Championships, Ride for a Reason classes, Series Awards, Best Junior and Amateur Rider Award. Looking for Gift Ideas? Winning Weekends offers gift certificates, Pattern Practice Kits and does Custom Embroidery! Visit www.WinningWeekends.com <<http://www.winningweekends.com>> for more information.

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Personalized Horse Products

A one-woman Vermont engraving shop specializing in Personalized Horse & Pet Products. Reasonably priced custom stall

signs, leather & nylon halters & leads with engraved nameplates, tack plates, bridle tags, leather wristbands, gifts and much more! Take 5% off your entire order with coupon CCE5. Expires 12/31/12. Accepting Paypal and all major Credit cards. www.PersonalizedHorseProducts.com <<http://www.personalizedhorseproducts.com/>> . Phone: (802) 780-7839

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For Sale: Hay

Alfalfa Hay for sale 1st and 2nd cut available. Picked up: \$4.00 per bale; Delivered: \$4.50 per bale.

For more information, call Larry at (518) 899-9202 or (518) 256-2766

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Pure Country Campground in New Berlin, NY

Pure County Campground with trails off the Brookfield Trail system is a great place to hold your clubs' annual event. We have a beautiful pavilion, with full kitchen, 4 hot showers, ice machine, TV, computer, WiFi, dump station, 30 hookups for campers and rvs, rustic sites with just water, 30 pipe stalls, arena, and close to Utica, Binghamton, Syracuse. Call Jim at (607) 847-6139 winter # to book your event.

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For Adoption: Horses

Pine Lake Jammer, 7 yo TB Mare, 16.1 hands. Jammer is a 7 year old Thoroughbred Mare who is ready to start her new career. She stands 16.1 hands and is brownish/black now and sheds to a dark bay. She raced for three years (as Pine Lake Jammer) until November 2010, and was then abandoned in upstate NY by her owner/trainer when she came to Easy Street Horse Rescue. She has spent the past year at Easy Street learning to become a horse. Jammer is the opposite of the high strung Thoroughbred folks think of, but is a very sweet and gentle mare that is wonderful with kids and easy to handle. She has excellent ground manners, easy to vet and great with the farrier. She finished racing with no injuries and there are no restrictions on her next career. Jammer is up to date on all vaccinations, rabies and coggins. No vices. On a personal note, I have ridden her myself several times and I am very impressed with her. First off, I am not a very skilled rider, am over weight and have problems with both my knees so that it takes me forever to get on and off. In spite of my inabilities Jammer is wonderful with the heavy western saddle I ride on, plus my 200++ pounds on her when all she was used to, prior to Easy Street, was a 90 lb jockey. I rode her with an English headstall and snaffle bit. She has a very gentle mouth and rides like a Cadillac, very responsive to my hands. The first time I rode her was in a small paddock and I opened the paddock gate while on her back. She has not been trained other than for the track, and yet she understand quickly that I needed her to go sideways so we could open the gate. We did it in less than 30 seconds. The second time we rode with another rider and went out into the pastures where all the other horses were. The riderless horses were excited with us being out there, and were kicking up their heels and then starting running through the open fields. I admit, I was very uncertain what her response would be. She surprised me completely by listening to me and only going at a walk, trot or canter when I asked. Then I took her over to the barrels where she walked around the barrels so close I thought for sure she'd been practicing on her own. Jammer is an amazing horse and will be great in any direction, English or Western. She is ready for her forever home. Please come visit her. Appointments (518) 421-0125. Her adoption fee \$300 to cover her vetting, farrier, Coggins, and transportation to Easy Street Rescue. Easy Street Rescue is located in Amsterdam, NY.

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Rocket Rob is an 8 year old, gelded Standardbred pacer standing 16.0 hands. He raced for 6 years, retiring in August 2011 with a racing injury that is now fully healed. He is a VERY SWEET and WONDERFUL horse that has absolutely no vices. He is great with kids and has lovely manners. When retired from racing, his owners let him recuperate from harness racing and then kept him on through the holidays as the grandchildren were visiting and loved Rocket. He is currently stabled by his racing owners who want to find him a fantastic home for him to start his second career. He is a very loved horse and deserves a loving adopter. He would be great for 4-H'er. Rocket is sound and approved by veterinarian to go on to any new career other than racing or jumping. He has current Coggins and vaccinations. Shipment to his new home is provided. There is a small donation fee to Easy Street Horse Rescue. If you would like to adopt Rocket Rob, please download an adoption application from www.easystreetrescue.org <<http://www.easystreetrescue.org/>> and forward to Easy Street Rescue via email at easystreetrescue@aol.com <<mailto:easystreetrescue@aol.com>> or mail to Easy Street Rescue at 109 Langley Road, Amsterdam NY 12010. Any Questions? Please call Nina at (518) 421-0125. See pictures on Facebook for Easy Street Horse Rescue in photo album: Rocket Rob.

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Mandak Tack & Horse Sales

67 Middleline Road, Ballston Spa, NY 12020

Hours: Monday-Friday 9:00 am - 6:00 pm/Saturday 10:00 am - 5:00 pm/Sunday 1:00 - 5:00 pm

Call (518) 885-1158 or stop by for more information.

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Cimarron Handbags

Carrying a wide variety of custom leather handbags, totes, ipod cases, and change purses. All custom made for reasonable prices. Check out our website, www.cimarronhandbags.com <<http://www.cimarronhandbags.com/>> and see what we have to offer.

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Silver Horse Studios - Original Art & Apparel

The creators of SilverHorse Studios, invite you to shop here. You've seen us at Horse Expos all over the country - now come into our pasture. Acres of happy customers since 1998. Celebrating 13 years of crafting creative horse lover's gifts. Please visit our website, www.silverhorsestudios.com <<http://www.silverhorsestudios.com/>> ,

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