

CCE Equine ENewsletter May 13 2011

- **In The News**
- **Upcoming Events**
- **Opportunities**
- **Marketplace**

IN THE NEWS

Four Signs Your Horse Business Marketing Plan is Working

(Source: Elisabeth McMillan, www.equestrianprofessional.com)

During my early years as a horse professional, most of my time and resources were spent on the horses and riders I worked with - not on marketing my business. At that time, I was very ignorant about marketing and believed that true career success would deliver all the business success I needed. I thought clients would be able to identify the benefits of doing business with me simply because of my knowledge and track record. It did not occur to me that I might actually need to explain how these things would benefit them. I did not realize that the hallmark of a good marketing program is not "fluffy self-promotion" but its ability to clearly communicate with both current and potential customers the true value of doing business with you. **And, I didn't understand just how much a good marketing program could do for my riding career and business. It was an honest mistake. It is also one that I see so many other horse professionals make, that I'd like to help you avoid it.**

Here are four signs of a successful marketing plan:

SIGN #1 - You receive a steady stream of new customers!

The first benefit of a well-executed marketing plan is that it creates predictable growth both in numbers of new customers and type. A good marketing plan doesn't just attract "any ole" customer. It attracts the best customer for you. If your business is not predictable in terms of growth- check the consistency of your marketing. An inconsistent approach to marketing can create inconsistent growth. If your marketing is not attracting the right type of customer - check your branding and marketing message. Your marketing may be connecting with "Mr. Wrong" instead of "Miss Right."

SIGN #2 - Your current customers are "on track" and extremely happy about it!

It's easy to just think about how marketing can be used to attract new customers. However, one of the biggest benefits of a good marketing plan is its ability to positively influence current customers. The horse business requires long term relationships and unified goals (i.e. customer goals must be in tune with the business goals in order for both to be successful.) And this is where a marketing plan that includes current customers can really help you. For example: If customers enter your business early in their riding career as riding school students, your marketing plan can encourage them to progress into horse owners. Once they are horse owners, your marketing plan can encourage and support them in competing at more horse shows. In other words, your marketing plan can be instrumental in helping your clients and business progress.

SIGN #3 - Profitability!

Successful marketing plans don't just promote - they educate. When your customers are clear about the value you provide, it is far easier to price your services accordingly. Horse business owners who successfully market themselves are typically able to price their services based on value not just on the "going rate." They are able to charge more and their customers are happy to pay it because they understand its value. This can help you avoid the trap of "competing on price" with other barns in your area.

SIGN #4 - Reach!

A good marketing plan reaches beyond the first layer of people that it touches. It doesn't just reach "to" - It reaches out "through" your customers. A clear value proposition is paramount. Word of mouth is powerful and a business whose loyal customers accurately tout its praises is destined for success. For example: When you "overhear" your customers saying "just the right thing" about you to other people - you know your marketing message is clear and effective.

The more effective your overall marketing plan is, the easier it is for your customers to actively promote you. For today's horse professional, Social Media has clearly made "Reach" even more relevant. In fact, many forms of marketing including - press releases, SEO, newsletters, videos, articles, photos, news, affinity and event marketing are all made more powerful when coupled with a good Social Media marketing strategy.

Next week, Elisabeth McMillan will be the speaker for "Smart Social Media for Horse Professionals 2011" and she wants to personally invite you to attend. This seminar will be jam-packed with marketing tips and information to help you achieve "the four signs" of a successful marketing plan within your own horse business. It's free to all horse professionals and you can register here.

UPCOMING EVENTS

MAY

Double M Western Store Annual Tent Sale

Thursday – Sunday, May 12-15, 2011

10:00 am – 6:00 pm: Thursday

10:00 am – 8:00 pm: Friday & Saturday

10:00 am – 5:00 pm: Sunday

Double M Western Store, 678 Route 67, Ballston Spa, NY 12020

Blowouts up to 75% off. Closed Wednesday, May 11, 2011 to get ready.

* * *

Silver Eagles Farm Spring Showcase

Saturday, May 14, 2011

11:00 am – 3:00 pm

Silver Eagles Farm, 22 County Route 45, Argyle NY

Everyone is invited to the Silver Eagles Farm Spring Showcase on Saturday, May 14th from 11 am to 3 pm! If it rains, the event will be scheduled for the following day, May 15th. Silver Eagles Farm breeds, raises and trains Trakehner horses and ponies. The Trakehner is a European breed of horse that excels at the Olympic disciplines of Dressage, Jumping and Eventing. Come to meet the horses and ponies!

The following activities are scheduled:

- **Catrina Beare-Becker** will be performing a Side Saddle exhibition on her imported Irish Draft horse. Catrina showed extensively in her native Britain. She will also have several of her 18th century Side Saddle riding habits (costumes) on display.
- **Dr. Sarah Jensen, DVM** from Granville Large Animal Veterinary Services, will be demonstrating equine acupuncture at 1:00 pm. Dr. Jensen is certified through the International Veterinary Acupuncture Society.
- The Argyle-based **Chicks and Chaps Drill team** will be performing their new routines throughout the day.
- **Beth Bidwell** will be demonstrating Reiki and offering consultations. Reiki is a Japanese technique for stress reduction and relaxation that also promotes healing.
- **Dr John McDermott** of Granville Large Animal Veterinary Services will be available to discuss equine worming programs from 11:30 to 12:30 and conduct free fecal checks on the first 20 samples he receives by 11:30. Reduced rate fecal counts will subsequently be available at their office.

Locals interested in history may also want to walk up to the 18th century cemetery located on the grounds. Refreshments will be provided by the Argyle American Legion. Silver Eagles Farm is located at 22 County Route 45, Argyle NY. For more information check out our web site at www.silvereaglesfarm.com.

* * *

4th Annual Easy Street Rescue's Open House

Saturday, May 14, 2011

10:00 am – 3:00 pm
Easy Street Rescue, 109 Langley Road, Amsterdam, NY 12010.

The horses at Easy Street Rescue are crossing their hooves and swishing their tails for good weather on Saturday, May 14, because they are inviting you and your entire family to join them from 10:00 am – 3:00 pm for a very Horsey Open House! This is a family fun day to visit the horses and find out what Easy Street Horse Rescue is all about!

There will be plenty of horsey activities with Pony Rides, Hands on Horse Grooming, Horse Riding Demos, Farrier Demo, Equine Masseuse, and lots more activities. Plus you will want to come hungry as there will be plenty to eat for lunch and lots of sweet stuff all day. You might even be lucky and win something in the raffle drawings held throughout the day! This is a great day to bring the whole family and meet the horses of Easy Street Horse Rescue. All children receive a free horsey bag of goodies. Volunteers are still needed so if you can help out please call Nina at (518) 421-0125.

The 4th Annual Easy Street Rescue's Open House is located at 109 Langley Road, Amsterdam, NY 12010. Just 3.3 Miles South Of Exit 27 Off Rte 30—Town Of Florida, Hamlet Of Minaville.

DIRECTIONS: FROM EXIT 27 OF THRUWAY 90, GO SOUTH ON RTE 30 FOR 3.3 MILES. JUST FEW FEET PAST FLORIDA REFORMED CHURCH IS BEGINNING OF LANGLEY ROAD. IT'S A WHITE HOUSE WITH RED BARN AND WHITE VINYL HORSE FENCE. PARK ALONG ROAD OR AT PARK ACROSS STREET ON 30.

Nina Bellinger, Director
Easy Street Horse & Barnyard Rescue, Inc.
www.easystreetrescue.org

River Run Stables Schooling Show

Sunday, May 15, 2011

1:00 – 4:00 pm

River Run Stables, 68 Folts Road, Corinth, NY 12822

Pick up your entry form to participate, or come watch the fun! For more information, contact Ashley Harr at www.ashleyharr.com, ashley@ashleyharr.com or (518)222-6490.

JULY

Saratoga County 4-H Open Youth Show

Sunday, June 5, 2011

8:30 am

4-H Training Center, 556 Middleline Road, Ballston Spa, NY 12020

- * Judge: Kristin Lajeunesse
- * Exhibitors ages 8-18 years of age
- * 4-H Membership NOT Required; If 4-H member, must be evaluated.
- * POC: Cassie Wilmot, CCE, 518-885-8995

Open Horse and Pony Benefit Show

Hosted by Rearin' To Go 4-H Club

Sunday, July 3, 2011

9:00 am

4-H Training Center, 556 Middleline Road, Ballston Spa, NY 12020

- * Judge: Sue Coleman, Trail Judge: Jason Goldberg
- * Exhibitor must be at least 8 years of age

- * 4-H Membership NOT Required; If 4-H member, must be evaluated.
- * Food Booth open for Breakfast and Lunch, good food at great price!
- * New Outside Arena Footing
- * POC: Alice Kuntzsch, 518-321-5684

“The Ride With Aaron Ralston Clinic”

Friday – Sunday, July 8-10, 2011

County Line Stables, 985 State Highway 67, Amsterdam, NY 12010

County Line Stables presents a 3-day clinic with Aaron Ralston. The clinic is limited to 12 riders and will include horsemanship and cow working—are you going to get to be one of them? \$450.00 gets you a spot for all 3-days. Horses have given Aaron the opportunity to compete all over the world. In 2006 he was fortunate to be a part of Team USA at the World Equestrian Games, held in Aachen, Germany. Riding *Smart Paul Olena*, they led the team to a Team Gold Medal and took the Bronze medal in the Individual Reining Competition. Cow Horse Productions is dedicated to the preservation and promotion of the traditions and art-in-handling of the Working Ranch Cowboy, both in and out of the arena. Call Jean Marie now to register (518) 842-2978 or visit us on the web at www.countylinestables-ny.com.

OPPORTUNITIES

Low Cost Vaccination & Microchip Clinic For Dogs & Cats

Saturday, May 14, 2011

11:00 am-3:00 pm

Walker's Farm, Home, & Tack, 5565 State Route 4 in Fort Ann, NY 12827

Dr. James Keller of Countryside Veterinary Hospital will be administering the vaccinations and microchipping.

- \$10 Rabies Vaccine
- \$15 Distemper
- \$20 Both on same animal
- \$20 Microchip

Please bring dogs on leashes and cats in carriers. SAVE on pet food & accessories.

River Run Stables Group Classes Begin The Week Of May 9, 2011

Thursday: 4:30 – 6:00 pm Intermediate

Thursday: 7:00 -8:00 pm Competition Team

Saturday: 9:00 - 10:30 am Beginner

Saturday: 10:30 am -12:00 pm Advanced

For more information, contact Ashley Harr at www.ashleyharr.com, ashley@ashleyharr.com or (518)222-6490.

River Run Stables, 68 Folts Road, Corinth, NY 12822

Wanted: Equine Driving Lessons

My name is Helena DeCaprio. I live in the Rotterdam/Schenectady area and I'm looking for someplace that will teach me to drive a horse and wagon. I don't own a horse (anymore) or a wagon, but I'm newly retired and I've always wanted to learn to do that. I figure it's now or never - I'm not getting any younger! Any suggestions as to where I can find training somewhat near to where I live. Please contact me at bluejeanshdc@verizon.net

MARKETPLACE

For Sale: Registered Morgan Mare

"Bear Brook Belladonna" - Belle is a registered Morgan mare, 18 years old and ready to be your partner for trail riding or local showing. She is an easy-going mare, pleasant to be around with a cute personality that anyone can ride. Up to date on shots, farrier (she is barefoot), current Coggins, registration papers and vaccination info in hand. \$1,800. See more pictures and video at www.starridgefarm.com. Call Allison at 518-638-8147 in the evenings for more information. Belle can be found at all breed pedigree:

<http://www.allbreedpedigree.com/bear+brook+belladonna>

Horse Boarding in Argyle, NY at Star Ridge Farm

12x12 matted stalls, turnout, quality hay done by owners, outdoor arena, quiet dirt road to ride on & tack room. \$300/month includes feeding 2x/day, stall cleaning & shavings, blanketing, turnout. Multiple horse discounts! Trailing available. www.starridgefarm.com or call Allison @ 518-796-6258

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 12/31/11. Accepting Paypal and all major Credit cards.

www.PersonalizedHorseProducts.com. Phone: (802) 780-7839

Meadowbrook Cart For Sale

With Stand & Cover. Located in Gansevoort, NY. \$825.00. For more information call (518) 798-8801.

Wanted Used Horse Halters For Art Project

If you have old, broken or worn halters (any condition) that you would like to re-purpose I can use them for an art project. Please mail to: J. Anderson, 1809 Potter Rd., Amsterdam, NY 12010

APHA Stallion For Stud

Awesome boy check out his webpage. <http://web.me.com/kellyclickner>

For Sale: Trailer

2009 Sundowner ProStock Trailer-Purchased New May 2010. Used maybe 10 times. \$17,000. Mats & Windows were extra. Tack/Sleep area. LED lights inside & out. Ex. condition. Middle Gate w/calf door. Located in Hebron, NY. Call to view it - Contact: Terry or Mike at (518) 642-2443.

As You Like It Equine Photography

Chatham, NY 518-755-5459 <http://www.ayliprod.com>; info@ayliprod.com

Professional photography by experienced equestrians offers you a distinct advantage. Carol has competed in many disciplines and takes time to learn "what's what" in those she doesn't have first-hand experience in. If your competitors deserve our expertise, contact us to provide service to your show/event. If you're in school and want *the real you* to shine through your senior portrait, let **As You Like It** come to your farm - or a gorgeous natural setting of your choosing - for a relaxing, fun portrait session with your best equine (and canine/ bovine or any other -vine) friend! **If you're the first from your school to book and hold your session**, you will become our Senior Rep for your school. 'So what', you ask? Being our Senior Rep gives you \$50 off your first order - *AND* for every one of your classmates who books and holds a session, you get a \$20 "presidential flash card"! Book YOUR session before our calendar fills up! Our site has an extensive gallery of competition and portrait work - and if you want to see some of Carol's fine art photography, stop by Spa Fine Art on Broadway in Saratoga Springs!

Carol Lynn Coronios

As You Like It Productions

Equine Photography in the northeast

Chatham, NY

<http://www.ayliprod.com>

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. Please consider making a donation now. Donations may be made via PayPal from our website at: <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.

For Lease

16 Hand Bay Warmblood/QH Gelding for half lease in Thomasville at River Meadow Stallions. 10-12 years old. Dakota is a dead quiet trail horse. I've had beginners on him on the trail and he is super quiet and calm. Not spooky at all. He has been leased out to a lesson facility for the last year and I just got him back a few months ago. He did intermediate lessons. He has a nice smooth canter. In the arena he takes an intermediate rider as he has a big stride and would pop a beginner right off. My 12 year old intermediate daughter rides him just fine and I'm an adult that is probably really beginner level skill with years of experience. He never bucks or rears. He's a really good boy. He's been to judged trail rides and camped overnight. Super awesome trail horse. Boarded in Thomasville with a large outdoor riding arena, smaller outdoor riding arena, roundpen and trail riding. Only asking \$200 a month for a half lease and no other expenses. Willing to work out different options. If you only want to ride one day a week, we can work out a price for that. Very flexible. Just need someone to share the horse expenses and exercise time with. Contact Christy Watts at 717-968-0996 or septrose28@msn.com.

For Half Lease

14.1 hand 9 year old pony for half lease in Thomasville at River Meadow Stallions. Reeces is big bodied and can carry most adults. Large Riding Arena, roundpen, smaller arena, and trail riding available. Group Trail Rides and Horse Shows on site. Must know how to ride. Confident Beginner or Intermediate Rider. Good quiet trail horse or arena horse. Only asking \$200 a month for a half lease and no other expenses. Willing to work out different options. If you only want to ride one day a week, we can work out a price for that. Very flexible. Just need someone to share the horse expenses and exercise time with. Contact Christy Watts at 717-968-0996 or septrose28@msn.com.

**Ashley Harr, Natural Horsemanship Trainer
68 Folts Rd., Corinth, NY 12822**

There aren't any 'problem' horses, only horses looking for leadership. Leadership presented in such a way that horses understand what is being asked of them. Training for the horse and rider. Summer camps, women's groups, clinics, competition teams, trail riding classes and more! You can find me on Facebook @ Ashley Harr Training, www.ashleyharr.com, ashley@ashleyharr.com or (518)222-6490.

**Dan Kuhn's Natural Horse-Man Services
"Holistic HorseManShip™"**

Horse-Man-Ship – Lessons, Seminars & Clinics. Private, Group, Club Sessions & Encampments. Educational lectures, demos, co-op & club fundraiser, prepurchase evaluations, NYS registered, certified and insured. All disciplines & ages, Jr. Youth – Sr. Adult. "We travel to you." Serving all of the Eastern States. Also offering English & Western Riding Instruction (Beginner & Advanced) & On-Site Horse Training at Double B Farms, Inc., 206 Vischers Ferry Road, Rexford NY (518) 371-0587. Now is the time to work in a big bright indoor arena to: sharpen your equestrian skills, bring in your horse to get them started on their educational journey or have them acquire the correct foundation training system that all Horse-Man-Ship is built upon. Horses boarded on-site for Natural Horse-Man-Ship Training (short & long-terms available). Ship-in's also welcome. Beginning 2011 – Versatility Horsemanship Group Class instruction; preparation for obstacles and challenges.

Office Phone/Fax: (518) 348-0119
Suite 5-A, Meyer Road, Clifton Park, NY 12065
nhorsesvcs@aol.com

www.naturalhorsemanservices.com

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Farr Meadow Stables
Ray Apholz
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farrmeadowstable@aol.com

We are located only 20 minutes from Saratoga and Glens Falls at the gateway to the Adirondacks. Our facility offers stall and pasture board, 10 x 12 stalls, paddocks with run-in sheds, 80' x 100' indoor arena, 200' x 100' outdoor arena, and heated office with bathroom. We also feed Blue Seal products. **Contact Ray Apholz at (518) 366-1503 today to find out more information and schedule an appointment to see the facility.** Farr Meadow Stables is owned and operated by Raymond Apholz who lives on the premises. He is available if a problem or concern arises so you can rest easy knowing your horse is taken care of when you can't be there.

River Run Stables
68 Folts Road, Corinth, NY 12822

Offering full board, rough board. 2 outdoor arenas, indoor arena and a playground for horses and acres of trails! Natural Horsemanship trainer, Ashley Harr, on premises. At River Run, we work hard to offer boarders every opportunity to enjoy their horses, opportunity to learn and an environment that horses feel safe and happy. Come see for yourself! Call for an appointment at 518-654-9192 and ask for Missy Fedor.

Rolling Oaks Farm
Sue, Bernie & Keith Friday
22 Scout Road, Gansevoort NY 12831
(518) 584-9364

Boarding and Equitation. Morgan Horses.

Round Table Training
Sue & Tom Knight
90 White Road, Ballston Spa, NY 12020
(518) 885-0402

skrtt@earthlink.net

A Natural Horsemanship training facility for horse and rider. Bring them your young or difficult horse: you can learn with them! Spring training and lessons are available. Great Natural Horsemanship Saturday Ladies' class (10:00 am – 12:00 pm). Expanded children's summer sessions. Barn Hours: By appointment. Please call ahead.

Adirondack Foothills Equine
116 County Route 17A, Comstock, NY 12821
(518) 538-0202

<http://www.adkfoothillsequine.com>

We offer lesson (all disciplines) and boarding. Full Board is \$450 per month: includes 12x12 stall bedded in shavings and cleaned daily; twice daily feeding of grain and hay, depending on turn out and pasture conditions, to maintain your horse's health and weight; daily turnout, weather permitting, large paddocks, access to run in shed. Automatic waters in stalls and paddocks. Outside Board is \$250 per month. Full access to hay, large paddocks, run in sheds, automatic waters. We offer three arenas, one inside and two outside and 8 miles of trails on 270 acres of land. Visit our website for details: <http://www.adkfoothillsequine.com/> or call 518-538-0202

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New 80'X140' sand based ring & separate 60' sand based round pen. 12X12 matted stalls with heated water buckets. All day turnout. Large, lush pastures in summer and plenty of homegrown hay in winter. Owner on premises. Adjacent to 10+ miles of State Forest Trails. References. Easy commute from Capital District, near Esperance, NY. Call: 518-875-9944 or email: TCD1950@hughes.net

**Have Your Next Equine Show, Clinic or Fun Day at Oakhill Farm & Ranch!
Oakhill Farm & Ranch, LLC, 8983 Oakland Road, Nunda, NY**

40 x 120 meter outdoor arena with beautiful views. Obstacle course. Wooded and open trails for riding and driving. 72 x 180 feet indoor arena. Plenty of parking. 1 1/3 acre pond with picnic pavilion & grill. We will work with you to provide whatever services you need to make your event a success. Bed, breakfast, barn available. Individual and group day use of trails for riding and driving. Booking now for Summer 2011. For more information: (585) 468-5441, oakhillfarmny@frontier.com or www.oakhillfarmny.com. John & Mary Mahlendorf, owners.

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