

CCE Equine E-Newsletter
June 24, 2011

- **CHANGES TO SUBMITTING ITEMS FOR E-NEWSLETTER**
- In The News
- Upcoming Events
- Opportunities
- Marketplace

CHANGES TO SUBMITTING ITEMS FOR E-NEWSLETTER

Starting with this week's issue, we will be listing submitted items (events, opportunities, marketplace, etc.) **only once**. If you wish them to appear again, you will have to re-submit them each week. This change is necessary because we still do not have funding for the CCE Equine program and the staff time allowed to produce it weekly is VERY limited. If you have any questions, please contact Paula Schafer at pjb11@cornell.edu or phone us at (518) 885-8995. Thank you for your understanding.

IN THE NEWS

The New Equestrian Customer Magnet - Understanding the Power of Shareable Content

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

We've all seen the little share buttons that let us share the things (articles, videos, blogs) we like with our friends. But, have you ever thought about what they represent as a marketing tool? According to The Next Web.com, "sharing accounts for 31% of site referral traffic, nearly half of what search engines account for." That number by itself is pretty impressive. However, there is another very important reason why content sharing is powerful and why most of you should be developing a content creation strategy for your horse business. **Content "sharing" provides for far more precise targeting of potential customers than most traditional marketing and advertising campaigns can ever hope to deliver.** Think about it this way - I know my horsey friends better than the average equestrian retailer does. So, if I see an interesting article on Fly Control and I know my friend Suzy has been looking for a solution for her barn, I'm likely to share it with her.

To understand how powerful this can be, imagine you are trying to sell a horse for one of your clients. You post ads online and in print, send out emails to all your contacts and make a few phone calls. The problem is, much of your efforts are directed towards people who may or may not have any interest in buying a horse at all, let alone your horse. Now, imagine that instead of this approach, your message is delivered directly to the people who are actually looking for a horse. And, it is delivered to them by the people they know, like and trust. What would that do for the success rate of your campaign? (Don't get me wrong, I'm not saying you shouldn't advertise - just pointing out the power of content sharing.) This increased success rate is precisely why mainstream businesses are spending "bucos bucks" on content development. Content marketing zeros in on your target market in a way that standard marketing can't. This means, it typically delivers higher quality leads, which in turn improves your return on investment. But, the benefits don't stop there.

Why should you do it? First, it's obviously a great way to attract new customers. Second, as an equestrian professional, you are surrounded by excellent content every day - you simply need to develop an efficient way of capturing it. Third, it's a great way to communicate with your current customers, provide education and increase customer satisfaction. Plus, since most of your competitors won't get around to creating their own content, it's likely to provide you with a pretty significant competitive advantage.

What type of content should you produce? Honestly, every horse business is different. Content can include articles, news, press releases, photos, videos, podcasts, blogs, surveys and more. The key to success is starting out with a good plan, executing it well, measuring your results and consistently improving.

Where should you share your content? Here are a few more statistics from a study that "Share This" recently conducted. Out of 70 billion "shares" this is how it panned out.

Clicked on Shared Content:

- Twitter - 11%
- Email - 17%
- Other i.e. Social Bookmarking, Blogs etc. - 34%
- Facebook - 38%

Although, the ideal distribution channel for individual businesses varies a bit, this means that Facebook is likely one of the most powerful website traffic drivers available to your horse business.

To sum it up, **shareable content plays an incredibly important role in the sales funnel.** It enables you to reach customers who are specifically interested in what you have to offer. Its place is at the top of the funnel because it is what "pulls" potential customers into the funnel to begin with. If you want to attract the best customers for your horse business, you really need to consider creating your own content development strategy!

UPCOMING EVENTS

JUNE

TRCA Recognized Horse Show

Sunday, June 26, 2011

Schauber Stables, LLC, 428 Schauber Road, Ballston Lake, NY 12019

In addition to the TCRA classes, we will also be offering some of the Marshall & Sterling Hunter Classics, Bit ' Straw as well as some of the M & S Medals. Check out our website for a prize list www.schauberstables.com

JULY

Mary Mudge Memorial Horse Show

Saturday, July 2, 2011

9:00 am – Show Start Time

Chemung County Fairgrounds, Horseheads, NY

Judge: Roger Parulski. All proceeds to benefit hospice of the southern tier. ASTM approved helmets must be worn by all riders 14 and under, NO EXCEPTIONS. **Current 2011 Negative Coggins & Rabies Vaccination Required. PAC APPROVED. For more information contact: Eva Mudge, 89 Kiser Road, HHDS, NY 14845, (607) 857-3145 or (607) 739-9520 ~ email: evaadak4@yahoo.com or www.marymudgememorialhorseshow.com

Ladies Trail Series

Thursday's in July and August

6:00 - 7:30pm

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

Are you and your horse really ready to hit the trails!? Learn how to prepare yourself and your horse for **safe, successful, and fun** trail rides. Learn how to **troubleshoot** common trail horse problems. Finally be able to **relax!** \$30/class or prepay for the entire series \$200. For more information, contact Ashley Harr at www.ashleyharr.com, ashley@ashleyharr.com or (518) 222-6490.

Family Fun Day at Schauber Stables, LLC

Saturday, July 9, 2011

10:00 am - 3:30 pm

Schauber Stables, LLC, 428 Schauber Road, Ballston Lake, NY 12019

Come take a tour of our facility, watch jumping and riding demonstrations, enjoy our petting zoo, pony rides and much more. See our website for more details. www.schauberstables.com.

Schauber Stables Schooling Show

Sunday, July 17, 2011

Schauber Stables, LLC, 428 Schauber Road, Ballston Lake, NY 12019

Classes \$7. No show clothes are required. We offer classes from Walk Only through 2'6" o/f. Western riders are welcomed to enter our flat classes. We will divide classes if the entries warrant. See our website for a prize list www.schauberstables.com

Woodstock Acres Summer Horse Show

Sunday, July 24, 2011

9:00 am

Woodstock Acres, 353 Rocky Hill Rd., Woodstock, CT

Featuring 2 rings/ 2 judges and outside courses with Versatility & Working Trail, Ranch Horse Classes, Hunter & Jumper classes, Beginner canter over fences & on flat, walk trot, lead rein divisions, Champion & Reserve awards in 7 divisions **New Class** - Ranch Horse Handiness Freestyle class. Show your horse's best assets with bridle or no bridle. Contact Robert Johnson, (860) 538-1095 or go to www.JohnsonsPerformanceHorses.com for complete show program

Orange County Horse Show

Sunday, July 24, 2011

Black Ridge Farm, 324 Toad Pasture Road, Middletown, NY 10924

OCHSS Horse Show Series Points. WHVPHA Points. For more information, call (845) 294-0612.

An Introduction to Farming with Horses

Saturday, July 30, 2011

1:30 – 4:00 pm

Essex Farm: 2503 SR 22, Essex, NY 12936 (Essex Co.)

FREE for NOFA-NY Members / \$15 All Others. Join Mark & Kristin Kimball at Essex Farm for an introduction to farming with horses! We'll discuss basic cultivation and harvesting techniques, appropriate equipment, and the financial costs and benefits of using draft power. Farmers thinking of powering their farms with horses won't want to miss this opportunity for some hands-on work and training with the teams at Essex Farm. Show up earlier for a farmers-only tour of the farm (10:00am, \$10 apiece, no pre-registration). *Mark and Kristin Kimball run a full-food, free-choice, horse-powered, year-round CSA at Essex Farm that now serves 170 in the greater Essex area. For an in-depth look at the story of Essex Farm, check out a copy of Kristin's new book The Dirty Life.*

For more information about the content or details of this field day, including scholarship opportunities for beginning and aspiring farmers, contact the education office at (585) 271-1979. Pre-registration is encouraged! To do so, visit our online shopping portal by clicking on the event at our online events page (www.nofany.org/events/field-days) or by calling Katie at (585) 271-1979 ext. 512. Funded by the Beginning Farmer and Rancher Program of the National Institute of Food and Agriculture, USDA, Grant # 2009-49400-05878.

AUGUST

Genesee Valley Breeders Association Announces The 96th Annual Breeders "Horse Fair"

Sunday, August 21, 2011

Avon Driving Park, Avon, NY

This year's one-day event features over **\$5,000 in prize money**. Classes include: in-hand classes for broodmares, foals, yearlings two year olds and three year olds; Pony Division; Young Hunter Classes; and Show Grand Champion. The "Horse Fair" is held at the Avon Driving Park, a grass park which has an enclosed arena where some of the best, Thoroughbred and non-Thoroughbred, horse breeders, in the Genesee Valley area of NYS, will showcase their young horses, broodmares and yearlings in-hand. The judge for the Horse Fair will be **Ernest Oare**, of Warrenton, VA. Mr. Oare has been involved in various aspects of the horse industry for over 40 years. Currently a licensed judge with the USA Equestrian, Ernie has previously trained Thoroughbreds for flat racing as well as owned, ridden and trained steeplechase horses. If you own a horse that has been bred in the 31 counties that are part of the Genesee Valley of NYS, please consider bringing your horse and being a part of this historic event. There are ribbons, prizes and "eternal" trophies awarded to the winners of the various classes. For more information, please visit the Genesee Valley Breeder's Association website at www.gvbreeders.com or write to Mira Boyczuk (55 Alexander Way, OP, NY 14127) for a prize list. We look forward to seeing you at the 96th Annual Breeders Show.... Follow Us on Facebook!!

SEPTEMBER

Charity Obstacle & Trail Rally

Sunday, September 11, 2011

Knight's Farm, 8393 Pierpont Rd, Honeoye, NY

The NEW LOCATION is Knight's Farm, 8393 Pierpont Rd, Honeoye, NY. Spectators are FREE! Rider pre-registration is required at www.GentleDoveFarm.com! Hurry, space is limited to the first 100 riders and we're already filling fast!

OPPORTUNITIES

Schauber Stables, LLC Summer Camp

We offer 10 week long summer camp sessions. The full or half day. Before care and after care is available. For more information and to register - see our website www.schauberstables.com

MARKETPLACE

For Sale: Kingston 2 horse trailer

Straight load, bumper pull with dressing room. Steel frame with aluminum skin. This trailer has been well taken care of and is inspected and currently being used. Everything works and it is ready to go. \$4,500. Call [518-893-7347](tel:518-893-7347) and leave message and I will get back to you.

Aering Green Equestrian Center, LLC

Laura Fay

2475 Kraft Road

Castleton, NY 12033

(518) 429-6825

Now at our **NEW** location with an indoor arena, 100x200 outdoor arena, hunt course and 12x12 box stalls. This completely renovated Dressage and Event facility offers training for horses, Adult and Children's lessons as well as a summer riding day camp! Please contact Laura Fay (518) 429-6825 or our website www.aeringgreen.com for more details.

Need Composting Assistance?

Whether you have a few horses or 100, we have cost effective proven systems for manure management. Our modular forced are systems on timers eliminate turning and flipping. High quality in 90 days. Turn Manure into cash flow. Protect ground water, improve forage quality, reduce flies, and save time. Do you have 25 or more horses? We specialize in heat recovery from composting. Learn more. Visit us at www.agrilabtech.com, email: agrilabtech@aol.com (802)325-2203

Tip N' Wipe- Looking for a safer, silent way to get repellents on horses without breathing or handling chemicals? Locally made. No spray drift loss. Visit www.washwand.com and click on video to see it in use. Spring Special for local horse owners. Buy 2, get 1 FREE. washwand@aol.com or call (802) 325-2203

For Sale: Boots

Used Black English Tall Boots, Size 8 or 9, \$30. English Paddock Boots, Size 7-7.5, \$20-\$40. Contact:

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

* * * * *

Every effort has been made to provide correct, complete, and up to date information. Nevertheless, changes occur constantly and human errors are possible.

No endorsement of products or businesses are implied.

Cornell Cooperative Extension actively supports equal educational and employment opportunities. No person shall be denied admission to any educational program or activity or be denied employment on the basis of legally prohibited discrimination involving but not limited to, such factors as race, color, religion, political beliefs, national or ethnic origin, gender or sexual orientation, age, marital or family status, veteran, or disability. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality of opportunity.