



ONE COMMON BOND—THE HORSE; ONE COMMON VOICE— MARYLAND HORSE COUNCIL

# MHHC UPDATE

mdhorsecouncil.org

## The 18th Annual Maryland Horsemen's Party



fundraiser for the *Sallie Robertson Memorial 4-H Horse Endowment Fund and the Maryland Horse Council*

The 2004 Party grossed \$30,000  
Net Profit: \$9,300  
Tickets sold: over 200

Thank you Joe and Karin DeFrancis for your generous use of the elegant Carriage Room; thank you Russo Auctioneers for donating your services; thank you to everyone who contributed to making the evening special.



Mary Lynn Arthur, LuAnne Levens, Karen Engel



Deanna Beal & Ruby Schwinn



Chris Bricker, Paul Micucci (Magna Entertainment), Bob Douglas



King Leatherbury, guest, Richard Malmgren, guest



Pam Velisek, Rob Cooper, Mark Chalberg



Keith Wills, Kitsi Christmas, Tom Pardoe



Angie Nolte, Janie Dell, Kathy Drzewianowski, Katey Nolte



Amber Brengel, Tracy McKenna, Kitsi Christmas, Phil Brengel



Beverly Raymond, Bob Kipp, Daryl Stewart



Henry Holloway, Jim Steele, Cricket Goodall, Billy Boniface



Pat & Joan Cody



Monica Breland, Royce Herman, Christina Aist, Bruce Aist



Rayola & Roger Pedersen



Mercedes Clemens, Chuck Proctor, Dale Proctor



Holly Hamilton Accepting the Maryland 4-H Youth Development Award from Bob Shirley.



2004 MD Horseman of the Year, Henry Holloway (center), accepting the honor from MHC President LuAnne Levens, with Party Chairman Jim Steele.

# • MARYLAND HORSE COUNCIL FREE SEMINARS •

## FREE ASSOCIATION SEMINARS

### *How To Run A SUCCESSFUL ASSOCIATION*

*A One Day FREE Seminar For  
Association Leaders, Current & Future  
Sunday, August 8, 2004  
Carriage Room—Laurel Park*

#### ■ 10 a.m. *The Business & Liabilities of Running a Non-Profit in Maryland: Insurance, Filing Taxes & Other*

##### Panel Session

Insurance for your officers or board of directors—why you may or may not need it; legal and fiduciary responsibilities and liabilities of board, Maryland and federal law, and how they apply if you are hosting or organizing a show. What if your non-profit doesn't organize a show, but it owns assets, such as land, which it rents out to other organizations for shows? What is the liability exposure? Basic understanding of tax issues and reporting requirements related to non-profits.

#### ■ 11:00 a.m. *The Business of Running a Fiscally Responsible Not-for-Profit*

##### Workshop

##### Session 1: Budgets & Tax Returns

What a budget is, how to effectively use it, how to prepare an effective budget, who to include in the budget process, the need to update and monitor and more; budget as a management tool, how to interpret variances between actual amounts and budgeted amounts; differences between a budget and a financial statement; differences between an income statement and cash flow budget, as well as discussing the various components of a budget (income and expenses, capital budget, cash flow, etc.); what to consider when a budget indicates that a shortfall or deficit is coming including evaluation of expenses, restructuring considerations, consideration of dues increases and weighing

these actions against the possible effects such as diminished service capabilities, possible membership losses, etc. We will also discuss the need for budgeting when embarking on a capital campaign. Three basic financial statements: financial position, operations and cash flows; the differences between the cash basis of accounting and the accrual method; three categories of net assets (unrestricted, temporarily restricted and permanently restricted); difference between designated and restricted funds; functional expense breakdowns, grant accounting, donated services and more.

##### Session II: Intro To Bookkeeping

What if you have income from membership dues, shows, and sponsors? If we don't technically "bill" for anything, can we just stay in Quicken? How do we log pledges on the books? How do we log pledges to our organization and pledges to others? What are the accounting software options? This course will teach you:

- How to select which software product is best for you
- Double entries
- Importance of understanding garbage in/garbage out
- Setting up your Chart of Accounts
- Entering clean balances
- Establishing vendor databases
- Features such as: report running, closing of books, payroll and reconciliation
- Common misconceptions: no audit trail and lack of security
- Establishing internal controls
- Standards and procedures
- Understanding trial balances

#### ■ NOON LUNCH sponsored by Naden/Lean, LLC

#### ■ 12:30 p.m.

##### *Introduction: Associations Are Different Animals*

##### Rich Wilcke

Introduction into starting or managing a club, organization or association, the nature and purpose of associations. Associations have three critical needs: purpose, people and processes.

#### ■ 1:00 p.m.: Session I: *The Mechanics of Running An Organization*

##### Rich Wilcke

##### Your Bylaws—Your Bible; Your Schedule—Your Map

What should be in your bylaws, and how your bylaws can keep you out of trouble. Why using and following your bylaws will improve your organization. Why you set an annual schedule of meetings, and why you stick to it.

##### A Crash Course in Robert's Rules of Order

O.k., you just became chairman of a committee or president of a club and you have never been chairman before. How do you run a meeting? How do you keep conversation focused? What are the warning signs that you are veering off into dangerous territory? How do you keep disagreements from turning into fights? How do you keep the agenda moving forward when it seems to be stuck on one item? How do you handle strong personalities—members who have a lot to contribute, and you don't want to offend or lose them, but tend to bog down the meeting and risk isolating less outspoken but still equally important members? How do you bring out the best in all the committee members? How do you reach a consensus? How do you keep from revisiting the same issue meeting after meeting? And how do you keep your meetings to a schedule?

##### A Few Minutes on Minutes

What are minutes and why are they important?

What should be in minutes and what shouldn't be in minutes. How to take good notes so that you can compose good minutes later. Is having a tape recorder a good idea? And why it often takes longer to write the minutes than it took to conduct the meeting in the first place.

##### What You Need To Know If You Are Treasurer Of A Non-Profit

You've just agreed to be treasurer, and you can barely balance your own checkbook! Help! A crash course in what you need to know, why a financial report is not just a checkbook register report, what are your fiduciary responsibilities.

#### ■ 3:00 p.m.: Session II: *The Future of Your Association*

##### Rich Wilcke

##### Growing Your Organization

Marketing, value added services, products, membership benefits. At what point do you hire professionals to handle some association management? How could this help your organization to grow? Why even grow your organization? Does it need to grow? Returning to the principles and purpose of the organization for direction in growth.

##### Succession Planning

An oft overlooked part of running an organization... You have a great organization now, but chances are a handful of people do the lion's share of the work. Chances are, these people do the work because they are good at it and they get it done. But what about tomorrow, next year, 10 years from now? Who will do the work then? Are these "get-it-done" members able to mentor their replacements? Chances are they will not be able to mentor and chances are they are good candidates for burn-out. Therefore it is up to the leadership to look towards the future, towards recruiting and mentoring. How do you, as the leaders of your organization, inspire established, long tenured volunteers to "share," to mentor others, and to be willing to let the new volunteers perhaps do things a bit differently. Who will replace you? The most lasting legacy any leader can give an organization is the structure and the expertise and the new people to carry on once he or she is gone.

### Registration—Free For Up To 10 Members of Your Association

Association or Club Name \_\_\_\_\_

Association Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Association Website \_\_\_\_\_

Association Phone \_\_\_\_\_

Name of 1st Registrant \_\_\_\_\_  
Name of 2nd Registrant \_\_\_\_\_  
Name of 3rd Registrant \_\_\_\_\_  
Name of 4th Registrant \_\_\_\_\_  
Name of 5th Registrant \_\_\_\_\_  
Name of 6th Registrant \_\_\_\_\_  
Name of 7th Registrant \_\_\_\_\_  
Name of 8th Registrant \_\_\_\_\_  
Name of 9th Registrant \_\_\_\_\_  
Name of 10th Registrant \_\_\_\_\_

PLEASE MAIL OR FAX REGISTRATION BY AUGUST 4 TO:

Maryland Horse Council • P.O. Box 233 • Lisbon, MD 21765 • FAX: 410-489-7828

For directions to Laurel Park, please visit [marylandracing.com](http://marylandracing.com) or call 410-792-7775

*All seminar attendees are invited to stay for the MHC annual meeting and dinner (also free), featured topic:*

*Is Your Farm Protected If Your Neighbor's Farm Is Suspected of Having a Contagious Infectious Equine Disease? What are reportable diseases and what are not?*

*If your neighbor has strangles, is the State supposed to inform you? Dr. Phyllis Cassano, DVM, Maryland State Veterinarian & Dr. John Brooks, DVM, Maryland Deputy Secretary of Agriculture*

# • MARYLAND HORSE COUNCIL FREE SEMINARS •



Keynote  
Speaker  
**RICHARD  
W. WILCKE**

Faculty of the Department of Equine Business at the University of Louisville since 1995, which offers the only accredited business administration degree in North America with an equine major. He is the director of the Center for Equine Management, which is responsible for continuing education programs and industry service. He also teaches UofL students Equine Management in the fall semester and Horse Industry Overview and Industry Speaker Series in the spring semester.

Degree in agriculture from Kansas State University; four years in broadcasting; five years as an executive with the Kansas Livestock Association.; 1979–1985 president and chief executive officer of the Council for a Competitive Economy in Washington, DC, a national business lobbying organi-

zation with corporate members in all 50 states; 1985–1995, executive director of Maryland Million Ltd; March 1986–1995, served concurrently as executive vice-president of the Maryland Horse Breeders Association; appointed by then-Governor Schaefer to two three-year terms on the Maryland Agricultural Commission; served as chairman of the University of Maryland's Advisory Council on Agriculture and Natural Resources; as a governing trustee of the Council on Economic Education in Maryland; a director of the American Horse Racing Federation; and as chairman of the American Thoroughbred Breeders Alliance.

A prolific speaker and author, with articles or columns on a wide variety of topics which have been published almost 400 times in trade journals and news/consumer publications from around the world.

A lifelong horseman, he began showing ponies in 1952 and today raises Thoroughbreds, racing Quarter Horses and crossbred beef cattle in Kentucky.

## FREE BUSINESS SEMINARS

### *How To Run A SUCCESSFUL HORSE BUSINESS*

*A One Day FREE Seminar For  
Horse Business Owners  
Sunday, August 8, 2004  
Carriage Room—Laurel Park*

#### **10:00 a.m.:**

##### **The Secrets To A Successful Equine Business**

Rich Wilcke

Why horse businesses fail and what you can do to improve your chances of success.

##### **I. Your Business Structure: Sole Proprietorships, Partnership, Corporations and LLCs**

##### **II. Financial Control: What you need to know and why you need to know it, when you are a horse person, not a numbers person.**

##### **III. Marketing Basics for a Horse Enterprise**

Who is your target audience? What is your product? What can advertising really do? Rich's "4 Rs" of marketing.

#### **■ NOON LUNCH sponsored by Naden/Lean, LLC**

##### **1:00 p.m. Horse Business Bookkeeping 101**

Panel of Specialists

Why Quicken® is not enough; should you go with general accounting software, such as Quickbooks®, or with software specifically designed for Equine Enterprises? What is your base unit of sale? Is it an hour of time? Is it a stall? How do you calculate the base costs of your unit so that you know what to charge? Is a payroll service really worth it?

How your P&L can help you figure out what to charge and how to make a profit; how to read spread sheets and why it is important to know your numbers.

##### **1:30 p.m. 10 Tips To Avoiding An Audit and Should You Turn Your Farm or Stallion Into A Business So You Can Write Off Expenses?**

Panel of Specialists

All hobby businesses are automatically flagged for audits; 10 things you can do to ensure you are running your business like a business.

#### **2:00 p.m.**

##### **How To Start a Business or Incorporate in Maryland**

Panel of Specialists

You have your business plan in Maryland or you have been running a business for a while, and you know you need to file some sort of paper somewhere, but how do you get started?

#### **2:30 p.m.**

##### **Barn Rules, Contracts, Bad Pay & Lien Laws,**

Panel of Specialists

Are you running your stable, or are your boarders running you? What should be in your boarding, training, breeding or lesson contracts? How specific should they be? How drawing boundaries and having a good contract listing services can not only make you more money, but can also give you more peace of mind. Yes, your clients are all very nice, but...tips for contract clauses and barn rules you hope to never have to enforce. What to do when clients turn out to be bad pay? What are the Maryland lien laws? Do you have to go to court to collect? Do you have to get a lawyer? How to avoid bad pay clients in the first place.

#### **3:00 p.m.**

##### **Licensing & Accreditations**

Panel of Specialists

Business licenses, stable licenses, sales licenses, summer camp licensing—who cares? Does it matter? What about national accreditations?

#### **3:30 p.m.**

##### **Liability & Insurance**

Why doesn't Maryland have equine limited liability? What the heck are contributory negligence and comparative negligence? What does that mean for your business? And the number one question: "What kind of insurance do I need to keep people from suing me?" (Answer, you can't keep people from suing you, but you can reduce the odds of being sued and protect yourself in case you ever are - and these specialists will discuss how).

### Registration—Free For Up To 2 Key Employees of Your Business

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Name of 1st Registrant \_\_\_\_\_

Name of 2nd Registrant \_\_\_\_\_

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Maryland Horse Council

P.O. Box 233

Lisbon, MD 21765

FAX: 410-489-7828

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Is Your Farm Protected If Your Neighbor's Farm Is Suspected of Having a Contagious Infectious Equine Disease? What are reportable diseases and what are not?

If your neighbor has strangles, is the State supposed to inform you? Dr. Phyllis Cassano, DVM, Maryland State Veterinarian & Dr. John Brooks, DVM, Maryland Deputy Secretary of Agriculture

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# *Maryland Horse Council* **ANNUAL MEETING**

*OPEN TO ALL MEMBERS, GUESTS AND VISITORS.*

***Sunday August 8, 2004 • 4–7 p.m.***  
***Carriage Room, Laurel Park***

## **FEATURED SPEAKERS**

***Dr. Phyllis Cassano, DVM—Maryland State Veterinarian***  
***Dr. John Brooks, DVM—Maryland Deputy Secretary of Agriculture***

## ***Is Your Farm Protected If Your Neighbor's Farm Is Suspected of Having a Contagious Infectious Equine Disease?***

*This informative discussion will discuss the ins and outs of infectious disease control in Maryland, and will shed light on numerous questions our members have posed, including (but not limited to):*

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• What are the Federal and State guidelines regarding contagious, infectious equine diseases?</li><li>• What diseases are included in this category? If my neighbor's horses have strangles, is the State going to tell me?</li><li>• Who contacts whom? What is the chain of responsibility?</li><li>• Is it the horse owner's or vet's responsibility to notify MDA, and do they notify the field vet or the State Vet? At what point do they notify the State?</li><li>• Are there any county agencies that need to be contacted?</li><li>• Does the State Board of Veterinary Medicine get involved?</li><li>• Who is responsible for quarantining, and how does that happen?</li><li>• What are the ramifications of quarantining?</li><li>• How can the community be assured that the feed truck on their farm didn't just leave a quarantined facility?</li></ul> | <ul style="list-style-type: none"><li>• In the event of a State mandated quarantine due to a suspected contagious infectious disease, does the State take over testing? Or are there any tests that the State requires? If the State takes or requires certain tests, who is financially responsible?</li><li>• At what point will quarantines be lifted?</li><li>• Who are the MDA field vets, and what is the MDA hierarchy of responsibility?</li><li>• Since the State of Maryland contributes financially to the Marion duPont Scott Equine Medical Center in Leesburg via The Maryland-Virginia Regional College of Veterinary Medicine, does the Maryland State Vet have any regulatory sway over the hospital? What happens if a trace back for an infectious disease goes to an Out-of-State facility?</li><li>• What communication can the community expect from MDA regarding these kinds of cases in the future?</li></ul> |
|--|--|

***Plus, get the latest update on the suspected case of Equine Infectious Herpesvirus.***

***Meeting to be followed by a light supper and networking with guests and other industry leaders.***  
***Dinner sponsored by MidAtlantic Farm Credit and Southern States***

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**To join the Maryland Horse Council, visit [www.mdhorsecouncil.org](http://www.mdhorsecouncil.org) or call 410-489-7827 for a membership brochure**