

MHC UPDATE

mdhorsecouncil.org



Save The Horse Farms

Of the ten counties who had representatives at our kickoff meeting for this campaign four have done significant research on local zoning and land use laws as they pertain to horse farms. We hope to have information in from all remaining counties in time for our August Board of Directors Meeting, and to present a final report in the fall.

In addition to seeking changes to county zoning laws we will encourage horse council members in each county to pass local ordinances that mirror the "Horses as Agriculture" bill that we passed in the Maryland General Assembly in 2009. These local ordinances will cite the new equine census data for each county and pledge that all county agencies will work to promote the horse industry in recognition of its value as agriculture and its role in preservation of open space.

Slots Licensing in Anne Arundel County

The Maryland Horse Council has continued to support efforts to generate slots revenue for horse racing. We worked to encourage voters to support slots in the successful 2008 referendum and we are now confronted with the question of whether to support or oppose an initiative to overturn the zoning law that allows the state's largest casino in Anne Arundel County.

After a great deal of discussion, our Executive Committee agreed to send out a survey to MHC members and to Thoroughbred owners, trainers, jockeys and others licensed by the Maryland Racing Commission. That survey and its results can be read on our web site at www.mdhorsecouncil.org.

We have sent a letter to the new owners of the Maryland Jockey Club, Magna International Development, Inc. and Penn National Gaming, Inc. That letter reviews the results of our survey and encourages the track owners to come to Maryland and meet with local and state elected

officials and with the various players in the horse industry here. Our goal is to discourage them from taking any action that might jeopardize future slots funding for horse racing. A significant delay in implementation of slots in Anne Arundel County could divide the coalition of interests that supported slots in 2008 and leave racing isolated when legislators propose cutting the percentage of slots revenue that goes to racing.

MHC Celebrates 25 Years on September 18 at Fair Hill Equine Therapy

Yes, it's a bit of a drive for some of us, but this time it's worth it. This place is beyond state-of-the-art. They have a solarium therapy unit, an aquapacer, a cold saltwater spa, a hyperbaric oxygen therapy unit, and a whole lot of other stuff that most of us have never heard of, much less seen. Just the tour would be worth the drive, but when you add live music, food, the anointing of our Horseman of the Year, and a silent (and possibly live) auction this event needs to be put on your calendar now.

Membership Growth

Thanks to the work of all of you and the convenience of online dues payment, the Maryland Horse Council's membership is growing every week. If you like reading about what we are up to and think it's good stuff, then please pay your dues. Individual memberships are only \$40. Farms pay \$75 and other businesses pay \$100. Without dues we die, so go to mdhorsecouncil.org and click the Join Now button.

American Horse Council

The American Horse Council held their annual meeting on Capital
continued...

MARYLAND HORSE COUNCIL EXECUTIVE COMMITTEE

Maryland Horse Council membership is open to all associations, farms, businesses and individuals. To join, please visit www.mdhorsecouncil.org.

The Maryland Horse Council is sponsored by B & D Builders, Naden/Lean, The Equiery, Farm Credit and Southern States.

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Hill June 19 - 22. The feature "critical issue" this year was Emerging Diseases: A Challenge to the Horse Industry.

The Maryland Horse Council was spotlighted when retired MHC secretary and Equiery publisher, Crystal Brumme Kimball, received the Marjorie Van Ness Award. The Van Ness Award is presented to individuals who have positive impact on the horse industry in their state, as well as their state horse

council. Our nomination letter stressed Crystal's behind the scenes work and her commitment to democracy in our organization. ■

The Quarterly Meeting of the Board of Directors Open to All Members and Guests May 18, 2010 - Prince George's Equestrian Center

Every member association is entitled to a seat on the MHC Board of Directors. Please review this list to make sure your association is a member and to ensure active representation for your association on the MHC Board of Directors. The MHC Board of Directors, on behalf of the horse industry, make important legislative and policy decisions, and so your associations participation is critical. Farm, business and individual members elect at-large directors to represent their interests on the Board.

Officers Present:

President & Director-at-Large Farms: Steuart Pittman
Vice President & Director-at-Large Individuals: Amy Burk
Treasurer & Tuckahoe Equestrian Center: Royce Herman
Secretary & Maryland Thoroughbred Horsemen's Association, Inc.:
Christine Bricker

Directors Present:

Director-at-Large Individuals: Rob Burk
Director-at-Large Individuals: Beverly A. Raymond
Director-at-Large Farms: Karen Fulton
Director-at-Large Farms: Jane Seigler
Director-at-Large Businesses: Crystal Kimball
Howard County Iron Bridge Hounds: Crystal Kimball
Marlborough Hunt Club: Christy Clagett, jt-MFH
Maryland Combined Training Association: Stephen Fulton
Maryland Association for Wildlife Conservation: Patty Sasscer
Maryland Equestrian Foundation/ Rosaryville Conservancy: Dorothy Troutman
Maryland Horse Breeders Assn.: Cricket Goodall
Maryland Standardbred Breeders Assn.: Felicia Hilleary
Maryland Steeplechase Association: Crystal Kimball
Mid-Atlantic Saddlebred Assn.: David Turner
New Market Middletown Valley Hounds: Guillermo Warley
Reality Inn Farm: Wanda Melton
TROT - Trail Riders of Today: Ron MacNab

Directors Absent:

Director-at-Large Individuals: Mike Erskine
Director-at-Large Individuals: Fred Lewis
Director-at-Large Businesses: Keith Wills
Director-at-Large Youth: Darryll Ann Buschling
Carroll County Equestrian Council: Carolyn Garber
Chesapeake Plantation Walking Horse Club: Jacquelyn Cowan
Cloverleaf Standardbred Owners Association: Sharon Roberts
Days End Farm Horse Rescue, Inc.: Kathleen Howe
Equine Rescue and Rehabilitation, Inc.: Deborah Rollins-Frank

Fair Hill International, Inc.: Trish Gilbert, Exec. Dir.
Frederick County Equine Alliance: Arlene Atkins & Tom Smith
Freedom Hill Horse Rescue: Melody Parrish
Gentle Giants Draft Horse Rescue Society, Ltd.: Christine Hajek
Graham Equestrian Center, Inc.: Jim McDonald
Howard County Horse Shows Association: Gretchen Mobberley
Humane Society of Carroll County: Nicky Ratliff
Maryland 4-H Program: Kristen Wilson
Maryland Draft Horse & Mule Assoc.: Karla L. Stoner
Maryland Farriers Association: Doug Anderson
Maryland Horse Shows Assoc.: Alan Lohman
Maryland Jockey Club: Carrie Everly, VP Marketing
MD Assn. of Equine Practitioners: Peter F. Radue, DVM
MD State Quarter Horse Assn.: Eileen Simpson, President
Plantation Walking Horses of Maryland: Louise Semancik
Potomac Valley Dressage Assoc./Beal's Blessing Farm: Deanna Beal
Preserve Harness Racing at Rosecroft: Arthur Lisi
University of Maryland Equestrian Club: Daniel Bruce
Washington International Horse Show: Eric Straus, Exec. Dir.
Wicomico Hunt Club: Brenda Bove

MHC Quarterly Meeting Open to All Members and Guests

Tuesday, August 17, 2010

6 p.m. Meet, Greet & Socialize!
Enjoy light food and drink while you get to know others from around the state.

7 p.m. Industry Issues & Updates

Serra Valley Farms
5641 Ridge Road
Mt. Airy, MD 21771

For more information, or to join MHC, please visit
www.mdhorsecouncil.org

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Business Networking Lunch

Tuesday, September 14, 2010
The Carriage Room at Laurel Park
Rt. 198 & Racetrack Road, Laurel, MD 20725
Lunch provided by the Maryland Jockey Club
12:30 - 2:30 p.m.

What you missed if you missed the MHC Business Networking Lunch in April:

- how some businesses have been successfully started in times of recession
- how some businesses have successfully raised their rates and not felt any ill effects in a time of economic recession
- late fees vs. early payment discounts
- how an insurance broker and an insurance agent can bring different

yet distinct advantages to your business when you are pricing out insurance options

- the importance of branding
- the pros and cons of passive revenue to augment active revenue
- a lively debate on the ethical pros and cons of a service professional (such as a vet or a farrier) directly selling certain products
- ongoing discussions about how to effectively use social media
- discussing the concept of "Sticking to your knitting" - evaluate core assets and cut out unprofitable ancillary products or services.
- knowing who you are targeting in your marketing: defining your business' ideal (not current) client before launching marketing efforts to attract those ideal clients
- Great Fried Chicken!

A Note About Our Format:

These Business Networking Lunches are not seminars; they are informal information sharing sessions, with the goal being to foster relationships among members by sharing experiences, information and resources. You might even think of them as support group sessions for business owners! While we try to feature a discussion topic for each MHC Business Networking Lunch, experience has shown that we don't always stay on topic - and that quite frequently yields even better and more informative conversations!

Participation in the MHC Business Networking Lunches is limited to Farm or Business Members of the Maryland Horse Council. If your membership is not current, you can still come, and sign up, renew or upgrade your membership on arrival.

RSVPs are appreciated (but not required) for food planning purposes.

For more information about attending, please visit www.mdhorsecouncil.org or call 301-502-8929

The Top 10 Things Owners Wish They Had Known BEFORE They Started Their Horse or Horse-Related Business (from the June meeting)

10. "That most other barn owners are willing to support a new barn owner and give them advice."
9. "That I could buy in bulk."
8. "The reality of Labor Laws, and how Ag Labor Laws are different."
7. "The necessity for good bookkeeping and for an accountant who understands the horse business."
6. "The difference between an expense and a cost."
5. "The importance of both a business plan and a marketing plan."
4. "The importance of forming a business or corporate entity."
3. "How much - and all the various types - of insurance needed to own any business, but particularly a horse business."
2. "That maintenance and repairs will be never-ending, and that people cause at least as much damage as horses!"

...and the number one thing?

1. "That I no longer will have quality time with my horse!" (a.k.a. "The number of hours it would really take to run my business.")

Who knows what you will learn or who you will meet at the next Business Networking Lunch! Plug the date into your Blackberry, your Palm, your Outlook Express, your Dayrunner...or the wall calendar from the feed company...

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