



Horse Council Courier

www.HorsemensCouncil.org

The Horsemen's Council of Illinois newsletter dedicated to promoting a healthy horse industry statewide through information and education.

Illinois Equine Promotion Board Announces \$55,500 in Grants



Pictured: Tom Jennings, Assistant to IDOA Director Chuck Hartke, Barbara Clauson, New Kingdom Trailriders, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.

Springfield, IL – The Illinois Equine Industry Research and Promotion Board (EPB) has announced more than \$55,500 in grants from voluntary assessments that fund the checkoff program to support equine research, education and promotion in the state.

Grants were awarded at ceremonies Saturday (March 4) during Illinois Horse Fair, a project of the Horsemen's Council of Illinois (HCI), the group responsible for initiating the legislation and organizing the referendum that established the equine checkoff in late 2004.

"In keeping with obligations imposed upon the EPB by legislation, these grants are spread about equally among education, research and promotion," said Lois A. Guyon, chairman.

Funding for IEPB projects comes from voluntary assessments of a nickel per 50-pound bag of equine feed (\$2/ton) paid at the retail level and submitted quarterly by manufacturers doing business in the state. "Horsemen helping horsemen, we like to call it," said Frank Bowman, HCI president.

The IEPB is composed of 12 members geographically and demographically representative of the equine industry in Illinois, plus a member from the feed and grain industry. A grant selection committee reviews applications and makes recommendations to the board, which must vote final approval, Guyon said.

By law, EPB funds must go to support equine research, education and

promotion in keeping with the enabling legislation's core purpose: "Enhancement of the Illinois equine industry through self-funded programs, projects and activities. Grants to institutions and individuals will be related to equine research, education and industry enhancements and promotion."

Illinois has more than 77,000 horse owners and 213,000 horses, constituting a \$3.8 billion industry and providing more than 15,000 full-time jobs, Bowman said.

Any group, individual, company or institution may apply for funding. Preference will be given to projects benefitting the largest number of people/horses.

A detailed "research" application is available (as well as a shorter "project" application) at the Promotion Board's website at www.HorsemensCouncil.org or from the IEPB Administrative Office, P. O. Box 1605, Springfield, IL 62705, phone (217) 585-1600.

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President's Corner

It's All About Horses

In conversations with stable managers, equine professionals and HCI members from all across Illinois, it is apparent that the horse industry is experiencing depressed prices as a result of over production, the general state of the economy, rising fuel prices and the movement away from agriculture in the general population. Many events and shows are seeing fewer participants this year as we all have to make necessary choices on how to stretch our discretionary funds.

In addition to the economy we find ourselves defending the equine lifestyle more and more as the number of urbanites continues to swell, farmlands and open space become suburban nightmares where your new neighbors complain to the authorities about flies and manure piles, and legislators seeking election from the most populous districts forgo historic and commonsense solutions to these issues in lieu of voter approval and large campaign contributions.

The old adage "Money Talks" rings truer than ever in election years. Contrary to popular belief though, most horse owners are not wealthy landholders or huge political donors. Many of us are just able to keep our head above water, some aren't doing that well. Yet, in order to be heard, horsemen need to participate in this year's election process to the fullest extent possible. While we can't always just throw our horses in a stall and go to a meeting or pass lots of money around in order to influence legislation, the equine community needs to do everything we can, or be content to become relics on the pages of history and confined to riding around in circles in arenas. There's absolutely no room to complain if you don't act.

Many of us may be able to volunteer some time working on election campaigns for our local candidates, get out to functions and talk about horses with legislators or even invite them to go on a trail ride at your favorite area in their district. Most legislators have a golf outing to raise funds.

I see ads for them in the papers all the time, and I bet that some of you still have time to play a round or two. You know, I've yet to hear about a benefit trail ride and barbeque for a candidate...wouldn't that be a possibility?

Recently, HCI joined forces with Illinois Trail Riders to produce and distribute a legislative questionnaire asking candidates for office about their understanding of the issues facing Illinois horse owners. The results of this effort will be published in the next edition of the *Courier* and on the HCI website.

Please take some time and visit with your legislators on the phone or in person and let them know the issues you face, but make sure to remain constructive with your criticism and positive about the future. If you act defeated you soon will be.

Speaking of which, HR503 is not a free vote. We all know that sometimes promises to protect animals end up doing just the opposite. This legislation is now scheduled for a floor vote in the House of Representatives in September.

The federal prohibition on horse slaughter considered in **HR 503** is not about protecting family pets or derby winners. It's not about a child's joy, protecting history or the wind in your hair. It is chiefly about removing a tool used to manage the overall health of the national horse herd. It's about a paradigm shift in property rights as they apply to livestock. It's about making sure people continue to come to the race tracks. **It's about animal rights, not animal welfare.**

HCI continues to ask tough and unpopular questions because we are committed to finding the best answers for the entire horse herd in Illinois. HR 503 is not the answer. HCI is not satisfied to blindly follow the will of animal rights and welfare organizations which do not necessarily have our best interests at heart.

Please be sure to visit the HCI website and drop us an email with your thoughts and concerns.

Frank Bowman

Purina Mills and Horse Owners – a True Partnership

Editor's note: This article is the first in a series to help readers get to know sponsors of our annual Illinois Horse Fair. The 2007 edition, March 2–4, will be our 19th annual presentation. Recent years have been underwritten in part by a group of exclusive sponsors, one feed company, one trailer dealer, one tractor line, one buildings manufacturer, etc. These are firms truly committed to the equine industry in a special way. Presently, our sponsors are Purina Mills® Horse Feeds, Midway Trailer Sales, John Deere and Morton Buildings. This first article covers our first and longest continuing sponsor, Land O'Lakes Purina Feed LLC.

If You Own a Horse, Then You've Got a Challenge

For more than 100 years, Purina Mills has been helping owners meet the challenge of providing for the nutritional needs of their horses nationwide with the best horse feeds on the market, according to Rob Echele, senior marketing manager in Land O' Lakes' horse business group. "That's because solving problems is a way of life for the company," he says.



Echele tells the story of Purina's early days this way:

"It all began in 1894 when owner and entrepreneur William Danforth saw the problems mule owners faced in downtown St. Louis. Their animals needed much better nutrition to handle the incredible Dailey workload of unloading cargo from steamships docked on the Mississippi river there. Quality oats, sweet molasses in a clean textured feed was the early formulation of Purina Mills Omolene®, one of the most well-known and trusted brands of horse feed in the industry.

"But Mr. Danforth knew he had to keep developing horse feeds that exceeded customer expectations. And that meant listening to their needs and doing feed research. So he bought an 1,188-acre farm in Gray Summit, Missouri just west of St. Louis and opened the Purina Mills Animal Nutrition Center in 1926. There the company started performing research protocols with the first herd of horses to develop additional feeds that delivered top horse health and performance. Today the Equine Research Unit is home to more than 65 head of

horses where dozens of research protocols are performed every year."

Horse Fair Reaches Lion's Share of Purina Market - Enthusiasts

In terms of sponsoring Illinois Horse Fair, Kirk Dailey, Purina's equine specialist for northern Illinois, explains that recent Purina Mills market research shows up to 17% of people in the industry are in it for the income. But the lion's share of the industry is made up of what he terms "nurturers," comprised of mid-value competitors and high-value enthusiasts. These are people who have the rigs, the vehicles and quality horse flesh of the pros, but don't go down the road every day demanding that their horse make money for them."

Illinois Horse Fair reaches this market (pros, too, of course). "We call it grass roots, the heart of our market," Dailey says.

"What sets the Illinois Horse Fair apart from others is that it comes at a time of the year when enthusiasts are going stir crazy, and what better way for them to see all the different breeds, new products, and accessorize or doll up their horse habit," Dailey says.

Illinois Horse Fair also delivers a "pure" audience of more than 10,000 horsemen, Dailey says.

"When you come to Illinois Horse Fair, you won't find trinket sellers, home products or cosmetics – it's restricted to products for horses, but it is *every* thing for the equine enthusiast," Dailey says.

As for Purina's approach to marketing to these enthusiasts at Illinois Horse Fair, Dailey says, "We try to send people home with a wow...I can't believe Purina Mills did that...the booth, the nutrition help, the handouts, the giveaways."

"Our goal is to help horse enthusiasts get what they want and that's a better horse," Dailey says. "We want to educate them on how to feed their animals, what to feed them, when to feed them, which helps prevent trouble rather than compounding problems," he says. "When they have a better horse, then we feel we've served our customers and done our job."

Purina's Experts are Horse Owners, Too

Echele cautions us not to think the lab coat-wearing Ph.D. Equine nutritionists who work at Land O'Lakes Purina are only about proteins, digestion and feeding trials. Sure, they understand nutrition better than any other commercial feed company, he says, but they understand horse owners, too.

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Illinois Equine Promotion Board Grant Recipients



Pictured: Tom Jennings (back), Assistant to IDOA Director Chuck Hartke, Cathleen Verner and her son, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.

Pictured: Tom Jennings, Assistant to IDOA Director Chuck Hartke, Sarah O'Keefe and Pete Schafer, Kankakee County Fair Board President, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.



HCI Offers FREE Reciprocal Group Membership

In an effort get all Illinois horse owners involved in addressing industry-wide equine issues, the Horsemen's Council of Illinois board has voted to provide free reciprocal membership to Illinois-based horse clubs, associations and organizations.

Groups will receive full group membership benefits, including access to email equine alerts, input to HCI's full-time state and national lobbying efforts, quantities of helpful literature for distribution to their members, such as guides to Illinois laws affecting horse owners, every issue of the

Courier, etc.

In return, groups will provide membership lists to HCI so the Council may invite individuals to join and receive individual member benefits, including HCI's automatic \$1,000,000 equine excess liability insurance, access to email equine alerts (both on legal and health issues), access to HCI's grassroots CapWhiz legislative contact system, and their own copy of the *Courier*.

"There has never been a time more important than now for horse owners to express themselves on right-to-ride

issues, on use of public lands, on zoning and environmental laws and a host of other legislation threatening our life style," said Frank Bowman, HCI president.

Or in the words of Membership Chairman Karen Freese, "We want every horse group to join us and make their opinions not only known, but "felt" by our state and national legislators."

For information on all the work in progress at HCI and for specific group and individual member benefits, go to www.HorsemensCouncil.org, or contact HCI's business office (217) 585-1600.

Illinois Equine Promotion Board Announces \$55,500 in Grants (cont'd)

The nine recipients making up this distribution are:

Cathleen Varner, director, Communication Matters Association, Freeport, IL – \$4,000 to create signed and captioned instructional CDs/Videos to teach horse care, riding basics and safety, and sign language picture books to introduce horses and farm life to pre-school deaf and hard-of-hearing children.

Ronda Ewing, development director, Hooved Animal Rescue & Protection Society, Barrington, IL - \$7,500 toward purchase of an equine ambulance for use throughout the state.

Hope O'Keefe, RN, BSN, Kankakee County Fair Junior Horse and Pony superintendent – \$8,911 for

materials so volunteers can construct safe stalls for the County Fair and 4-H horse shows.

Barbara Clauson, New Kingdom Trailriders' therapeutic horseback riding program, Sherrard, IL – \$3,695 for ring maintenance equipment.

Allison Stewart, advisor, American Association of Equine Practitioners Illinois Student Chapter, Urbana – \$2,352 to send 10 early career equine veterinary students to the AAEP annual convention.

Debra J. Hagstrom, MS, equine extension specialist for the Illinois Statewide 4-H Horse Program Expansion Project – \$7,300 to establish a 4-H horse leaders' conference, attract quality equine professionals to serve as judges for 4-H horse contests, and

support six 4-H teams (Horse Bowl, Hippology, Horse Judging, formal Speech, Illustrated Talk and Team Demonstration).

Joy Richey, principal investigator for Equine Education for Youth and Adults, University of Illinois Extension, Southern Region (27 counties) – \$6,000 to establish a network, host regional horse judging and hippology contests, offer seminars and clinics for youth and adults and provide resource materials.

Sheryl C. King, PhD, PAS, director of the Equine Science Program at Southern Illinois University – \$6,920 for a pasture rehabilitation project to promote and study equine health and \$8,830 to research stress and the single mare; can nerves control reproduction?

Pictured: Tom Jennings, Assistant to IDOA Director Chuck Hartke, Joy Richey, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.



Pictured: Ronda Ewing, HARPS, Tom Jennings, Assistant to IDOA Director Chuck Hartke, Donna Ewing, President and Founder of HARPS, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.



Pictured: Tom Jennings, Assistant to IDOA Director Chuck Hartke, Allison Stewart, AAEP Advisor and AAEP students, Lois Guyon, IEPB Chairperson, and Frank Bowman, HCI President.



Legislative Issues

Unwanted Horse Coalition Folded into AHC

The Unwanted Horse Coalition, which started as the Unwanted Horse Summit during the American Horse Council's annual convention in April, 2005, is being folded into the American Horse Council, according to Nick Nicholson, the Chairman of the American Horse Council.

"The issue of 'unwanted horses' has faced this industry for some time," said Nicholson, president of Keeneland Association. "It is an important and challenging national issue that faces all breeds and all activities in the horse world. Putting this initiative under the umbrella of the AHC, which represents all segments of the horse industry, is a natural fit."

The Unwanted Horse Coalition grew out of a workshop that the American Association of Equine Practitioners organized as part of the 2005 AHC National Issues Forum in Washington, D.C.

That meeting, and a subsequent summit in Chicago five months later, drew equine and welfare organizations together to begin discussions about the tens of thousands of horses that are unwanted each year and sent to slaughter facilities.

Over the last 18 months, the group developed a mission statement, began identifying long-term solutions for improving the quality of life for unwanted horses, and considered an operating plan that ultimately led to the suggestion that the AHC provide a permanent administrative home for the group's work.

"The need for a more formal structure, funding and staff to accomplish the Coalition's mission prompted many of the members of the Coalition to suggest that it be affiliated with the AHC," explained Dr. Tom Lenz, who is a past president of the AAEP and served as chairman of the group. "Many of these associations already have a relationship with the Horse Council and feel comfortable in getting the Council more involved."

The mission of the Coalition is to explore ways to reduce the number of horses that are unwanted each year and to improve their welfare through education and the efforts of organizations committed to the health, safety and responsible care of the horse. Owner education will be a focal point.

Advocacy in the legislative arena is not part of the mission. In fact, the Coalition will not involve itself in any federal or state legislation dealing with slaughter or the processing of horses for human consumption.

"The horse industry has a responsibility to its horses," said Jay Hickey, president of the AHC. "All organizations and individuals, whether they use their horses for breeding, sport, show, work, recreation or pleasure, have a responsibility to ensure that everything is being done to minimize the number of horses that might fall into this unwanted group."

Several members of the Coalition have already indicated they will continue to be involved with the effort through the AHC and provide funding. The list includes the American Association of Equine Practitioners, American Quarter Horse Association, National Horsemen's Benevolent and Protective Association, National Thoroughbred Racing Association, Professional Rodeo Stock Contractors, The Jockey Club, and the U.S. Trotting Association.

"We expect other organizations to be added to these groups," said Hickey. "Several have already indicated their interest in staying involved in this effort."

The Coalition will be hiring a staff person to run the day-to-day activities of the Coalition and a web site will be launched in the near future to provide horse owners with resources about caring for horses and finding new homes for them.

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Join Us Today!

Individual Membership Application

Name _____

Street _____

City _____

County _____

State _____ Zip _____

Home Phone () _____

Work Phone () _____

Fax () _____

Email _____

How many horses do you own? _____

_____ at home _____ boarding stable

Individual Membership Dues (includes \$1,000,000 insurance coverage) **\$39/yr**

Organization Membership Application

Organization _____

Contact Name _____

Street _____

City _____

County _____

State _____ Zip _____

Phone () _____

Fax () _____

Email _____

Website _____

of Illinois Members in Organization _____

Check appropriate category

____ Business/Professional ____ Association ____ Charity

Organization Membership Dues: \$50/yr.

Make check payable and mail to:



Horsemen's Council of Illinois
P. O. Box 1605
Springfield, IL 62705
Phone: 217.585.1600
www.horsemenscouncil.org

Total amount enclosed: \$ _____

Purina Mills and Horse Owners (continued from page 3)

“That’s because they’re horse people first and Ph.D.’s second,” Echele says. It’s this unique combination of understanding, education and expertise that delivers top consumer benefit, he says.



Echele explains: Before Dr. Randel Raub dons his lab coat and heads to the research farm, he starts the morning in his barn taking care of his horses. And when he leaves the feeding trials, exercise treadmill and data collection at the equine research unit, he heads home and right back into his own barn. This type of understanding and living the same life as our customers gives Purina a unique perspective and insight for researching and making quality horse feeds. Put simply, Purina’s equine nutritionists love their customers’ horses just as much as their owners do.

Quality and Trust Define Excellence

Purina Mills is about quality and performance. Factored into price, Eschele says, Purina horse feeds actually deliver more value for the dollar than any other horse feed on the market. “Customers demonstrate this belief and loyalty by their continued purchase of these quality horse feeds year after year,” he says.

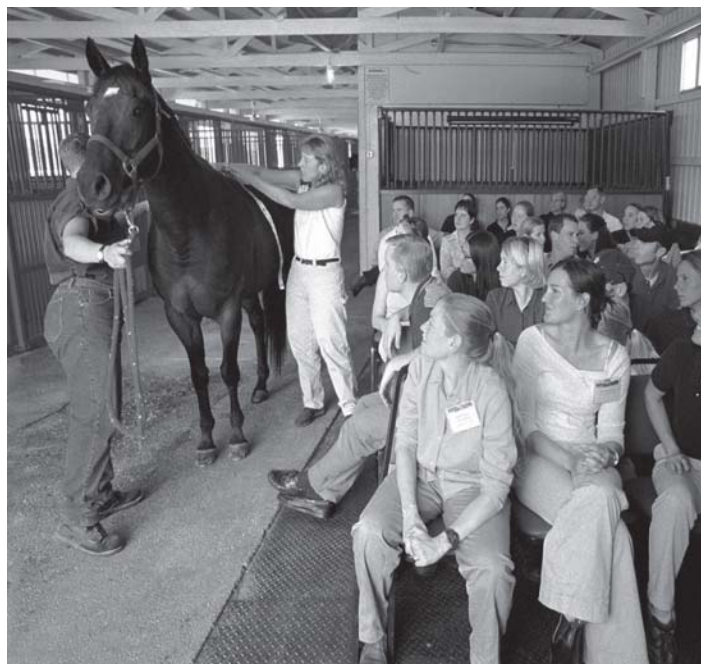
From using the highest quality grains (screening and rejecting grains that contain dangerous levels of naturally-occurring molds) to determining exact nutrient levels of each load of ingredients so the feed precisely matches the tag, Purina Mills has



earned its customers’ respect, Echele says. “They recognize that our industry-leading quality assurance standards protect the health and performance of their horses,” he says.

A Caring Partnership

Purina Mills supports Illinois Horse Fair and uses the venue to promote mutual goals, including educating horse owners about their responsibility to provide proper equine nutrition. “By listening to customer needs, providing the very best nutrition options and investing generously in local



communities, Purina Mills has formed a caring partnership with its customers,” Echele says.

With more than 4,000 feed dealers across the U.S. supporting countless communities with animal ownership education through Horse Owner Workshops (H.O.W.), supplying quality feed products and supporting local competition events, Purina Mills remains committed to a caring partnership with horse owners.

For more information on Purina Mills® Horse Feeds, call (800) 227-8941 or visit www.purinamills.com.

U.S. Forest Service Public Comment Period— Proposed National Trail Classification System

The U.S. Forest Service (USFS) is currently conducting a review of its proposed National Trail Classification System (TCS), including the Trail Class Matrix and Design Parameters, and proposed implementing directives. The USFS is accepting public comments **through September 1, 2006**. This is an opportunity for you and your members to inform the USFS of your concerns regarding how the TCS affects trails access, closures and other management issues that affect the riding community.

The proposed TCS public comment period is a result of a lawsuit filed by the Backcountry Horsemen of America. The U.S. District Court ruled that the USFS failed to allow public notice and comment, as required by law.

The American Horse Council will submit comments that are national in scope. We encourage you to write and/or email the USFS comments about *specific* trails and how management decisions have impacted your access/ability to ride. Personal letters are an effective way to submit comments.

Written comments should be sent to:

Jonathan Stephens
National Program Manager for Trails and
Congressionally Designated Areas
USDA Forest Service, Recreation and Heritage
Resources Staff
1400 Independence Avenue, SW.,
Stop 1125
Washington, DC 20250
Fax: 202- 205-1145

Comments also may be submitted online by following the instructions at the Federal rulemaking portal at **<http://www.regulations.gov>**. You can view a copy of the draft policies at: **http://www.fs.fed.us/recreation/trails_class.pdf**

The extent of the horse community's input will help shape the USFS proposed Trail Classification System. Please feel free to call Kevin McColaugh at AHC if you have any questions.

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