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# COURIER

Voice of the Illinois Horse Industry

2015 - Issue 4

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## If You Think You Don't Represent Equitourism – Think Again

If you own, ride, love or dream of a horse, you are part of a vast and amazingly diverse industry. Some call it merely "the Horse Industry"; but that doesn't come close to describing it, and to those outside looking in, it limits what we are and whom we touch. A term that more appropriately encompasses our passion in all its myriad facets is *Equitourism*.



What most horse people understand and few others do, is that horses and the occupations that service, support and rely on these animals and their owners straddle a poorly defined line between animal agriculture, recreation and companion animal ownership. What all our diverse uses and self-conceptions share is tourism based on the horse – *Equitourism*.

People love to watch horses. People love to be around horses, and if horses were more available in the public venue, more people would seek them out. People are participating in *Equitourism* when they attend a horse event (some of the largest spectator events are horse races, rodeos and horse fairs and expos), or when you give the neighbor kid a ride around your yard on your own horse, or when you shop for equestrian apparel (some would argue that even when someone who has never come close to a horse buys equestrian-style apparel merely as a fashion statement), when you take a carriage ride through the park or the city, when you take riding lessons, when you go to a bed & breakfast or guest ranch offering horse activities, and the list goes on. In fact, you don't have to travel to be a tourist. Tourism is discovery combined with leisure.

In *Equitourism*, you can be a provider or a consumer or both. You can service this leisure industry – for example you can be a professional that raises and trains horses for competition by others – or you can be a consumer of leisure options – you can trail ride, or compete or partake in therapeutic riding, or shop for tack or apparel or vehicles. In a dizzying array of options in either level of engagement, you are participating in an *Equitourism* industry – the providing or consumption of an equine-focused experience.

*Equitourism* in its broadest sense is a huge industry. Horse people need to start recognizing what they share in common to create this industry and actively support and promote it. We need to respect every player and every part played in our industry, we need to cooperate and band together and bring more people into the great Equine fold. We need to reach beyond our own private self-gratification through horses and introduce others to the joy of knowing horses. We need to stop thinking of ourselves as dozens of different 'communities' (the hunter-jumper community, or the reining or trail riding or racing or polo or... \_\_\_\_\_ community) and think of ourselves in terms of the entire *Equitourism* community. To do less is not only to sell ourselves short, but it is to cede power, influence and even the future of our own industry. If we fail to come together for the common purpose of the horse, we will be a party to our industry's continued shrinkage, to the loss of opportunities and to a world where the ability to enjoy a horse experience is a rare commodity.



Sheryl King, PhD  
President  
Horsemen's Council of Illinois

The mission of Horsemen's Council of Illinois is to educate, mobilize and represent Horsemen and the equine industry to ensure a thriving Illinois horse community.





## Let's Put Our Horsepower to Work

### Invest in the Illinois Horse Community – Join HCI

Show your support of our industry and partnership with other horsemen as a member of Horsemen's Council of Illinois. Not only are there significant personal member benefits; when you join, you build our numbers and strengthen our network and resources.

Each time our leadership meets with public officials or representatives of key organizations they want to know "who do you represent?" Of course HCI represents all horsemen, but the larger our membership, the more compelling our case becomes. Thousands of

horsemen working together have great influence – and this is what we need to protect our rights to own and ride horses, and to strengthen the Illinois horse industry.

Your membership in HCI helps us accomplish our mission and provides you with the timely news and legislative alerts you've come to expect, educational opportunities and the many other benefits membership in your state horse council has to offer. Horsemen's Council of Illinois (HCI) membership runs January 1 through December 31.

Join or renew today and encourage others to do so! More benefits and membership form can be found on page 7.

#### All HCI members can use these benefits:

2016

Association Resource Group  
"Enhancing Membership Quality"

To access benefits please visit  
<http://www.associationresource.net/MemberBenefits.html>

**Featured**

**EQUISURE**  
Protect Your Passion

Only ARG members can receive Equisure's Excess Personal Liability Insurance. Please contact Equisure for complete policy details.

**Featured**

**Creative Benefit Design**

ARG members can now receive discounts on their equine, personal & pet prescriptions from hundreds of participating pharmacies.

**Equine Equipment Savings**

Save up to 32% on equipment by TORO, eXmark, Massey Ferguson, Challenger & farm paint with FarmPaint.com. Visit [www.equinesavings.com](http://www.equinesavings.com) for more information.

**Hertz**

Use CDP code #1747926 to receive your ARG discount!

**Constant Contact**  
Connect. Inform. Grow.

Receive a 20% discount on a 6-month subscription or a 25% discount on a 1-year subscription.

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ARG members receive a discount on pet insurance from VPI.

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Mention ARG to receive discounted rates.

**Support ARG**

**HorseSaddleShop.com**

Save Big on your next saddle! [Click Here!](#)

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#### HCI Member benefits:

All Membership Levels: weekly email bulletin, monthly e-newsletter, equine health and legislative alerts, print newsletter, access to members only resources on website, access to professional expertise of HCI board members and speakers for your group events, regional event invitations, American Horse Council Advantage Plan, option to purchase American Horse Council Grassroots Membership at 40% discount.

Gold Level Membership: all of the above benefits and \$1 million Excess Personal Liability Insurance

YOUTH (18 & under): memberships are FREE!

**JOIN OR RENEW ONLINE:**  
**[WWW.HORSEMENCOUNCIL.ORG](http://WWW.HORSEMENCOUNCIL.ORG)**



Founded in 1987, **Horsemen's Council of Illinois** is the only statewide organization that works to serve the entire horse community. We are amateurs, professionals, horse hobbyists, breeders, local riding clubs and larger businesses. Individuals and groups from all disciplines, breeds and types of horses are welcome. We are led by a Board of Directors and committees that address education, equine health and welfare, trails, land use and legislative and regulatory concerns.

As a statewide coalition of horsemen, HCI works to:

- Provide education and resources to horsemen and the public
- Represent common interests of horsemen
- Present a unified stand against issues confronting horsemen
- Advocate improved health and well-being of horses
- Actively expand and improve Illinois' horse industry

#### Member Discount Benefits

As a member of the Horsemen's Council of Illinois, you are eligible for significant savings on nationally known products through NTRA Advantage. Your membership entitles you to special savings on products used for your equine farm, business, or personal use. To enjoy the benefits of one-stop buying, call NTRA Advantage toll-free at (866) 678-4289 or visit [www.NTRAadvantage.com](http://www.NTRAadvantage.com).

This package includes discounts from:



2016 Illinois Horse Fair Sponsor:



### Join HCI Today!

#### Membership Application

Name: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 County: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 # of Horses: \_\_\_\_ Boarded \_\_\_\_ At Home: \_\_\_\_

#### Membership Levels

All memberships run January through December

- Youth Membership - Free**  
18 years or younger can join HCI at no cost
- Basic - Family Membership - \$30.00**  
Bundle (list all family members on the membership)
- Gold - Family Membership - \$72.00**  
Includes \$1 Million Excess Equine Liability Policy
- Basic-Individual Membership - \$23.00**
- Gold - Individual Membership - \$49.00**  
Includes \$1 Million Excess Equine liability Policy
- Life Individual Membership - \$250.00**  
\$1 Million Excess Equine Liability insurance option, Billed \$20 annually.
- NEW - Optional American Horse Council Grassroots Membership - \$15.00**

#### Organization/Business Name:

(Provide primary contact information above)

Number of Members: \_\_\_\_\_

- Business & Professional Membership - \$100**  
Bundle (up to 50 members can be listed)
- Non-Profit Organizations - \$50**  
Bundle (up to 50 members can be listed)
- Supporting Association Membership - \$50**  
Bundle (up to 50 members can be listed)

You can also join online: [www.horsemencouncil.org](http://www.horsemencouncil.org)

Send application and payment to:

**Horsemen's Council of Illinois**  
**P O BOX 788**  
**Quincy, IL 62306**  
**For more information: 217-689-4224**

## Your Community Needs Your Horse

February 10, 2015, by ELCR

While most horse people can easily explain the benefits our equine friends have on our lives, we should also be aware that they have a strong positive impact on our communities. Horse business and industry can be a significant economic driver, creating tourism and cottage industry for communities. Horses also have a positive impact on human health and local ecology.

The economic benefit of horses is hard to deny. According to the American Horse Council 2005 National Economic Impact of the U.S. Horse Industry Study the equine industry accounted for 460,000 fulltime jobs with an annual impact of \$39 billion annually to our economy, generating \$1.9 billion in taxes.<sup>i</sup>

Horses require many professionals, from vets to hay growers and from farriers to trainers. A community that is open and receptive to horses will find that the economic impact of these cottage industries far outweighs the cost of providing municipal services for them. A well-maintained and equine friendly fair ground or trail system will also lead to horse tourism, a great advantage for local businesses, hotels and restaurants.

In addition to the economic benefits horses have on communities, they have an amazing impact on human health. According to research conducted by the University of Brighton and Plumpton College on behalf of The British Horse Society, horse activity can be classified as a moderate intensity exercise.<sup>ii</sup> This is especially important when coupled with the information that horseback riding appeals to traditionally underserved populations like the physically disabled and older women.

Therapy programs have also shown that horses have a positive impact on our emotional and mental well-being. Programs exist for mentally disabled individuals, children with learning disabilities, those suffering with PTSD and even prison inmates. These programs are typically provided by local nonprofit groups and have a great impact on the lives of those who need it most.



Therapeutic riding programs are only one of many ways that communities benefit from access to equines. Image courtesy of the International Museum of the Horse

Horses also have a very positive impact on an area's ecology. Well managed horse facilities protect groundwater and water ways, reduce brush load, lowering the instance of wildfires; conserve soil; and encourage biodiversity. View sheds are also a benefit of having horses in your community. A large sprawling field with healthy horses grazing has been believed to increase real estate sales and tourism.

Knowing about the benefits that horses have on communities as a whole is vital to ensuring that horses maintain their place in our local communities. Whether it be planning and zoning commissions, city councils, park commissions or community groups, non-horse people make decisions that impact us all. Educating them that horses are important, not to just to a small group of recreationists, but to the economic, physical, emotional, and environmental well-being of the entire community, helps keep horse lands at the forefront of the conversation.

ELCR has recently introduced a new section to our website: Benefits of Horses to Our Communities. The new section includes information on all the positive impacts horses make on our communities. Arming yourself and your equine group with this information could make all the difference when you are advocating for your local horse facilities. To find out more, visit <http://bit.ly/1sZz3LI>.



Well managed horse properties protect natural waterways and maintain healthy groundwater. Photo courtesy NRCS.

<sup>i</sup> American Horse Council. National Economic Impact of the Horse Industry. [www.horsecouncil.org/national-economic-impact-us-horse-industry](http://www.horsecouncil.org/national-economic-impact-us-horse-industry).

<sup>ii</sup> The British Horse Society. The Health Benefits of Horse Riding in the UK. <https://elcr.org/wp-content/uploads/2014/07/Health-Benefits-of-Riding-in-the-UK-Full-Report.pdf>

# Illinois Horse Fair

## March 4-6

*The Equestrian Lifestyle  
Ride Your Dream*

JULIA STERNAU  
Photography

### Scheduled Clinicians:

**Sarah Winters-Dawson & Chris Dawson  
Gary Lane, Smith Lilly, Curt & Polly Hagey,  
Brody Robertson, Marilyn Weber, Tim Boyer and MORE!**

**ILLINOIS  
Horse  
Fair**

Illinois' largest all-breed horse event since 1951

The large venue of the Illinois State Fairgrounds provides abundant opportunities for more than 16,000 expected in attendance to experience *"The Equestrian Lifestyle - Ride Your Dream"* at Illinois Horse Fair 2016.

More than 20 buildings, 4 arenas, 2 demonstration areas, 4 classrooms and 95,000 square feet of shopping will fill with evidence that the horse industry in Illinois is thriving. The annual Illinois Horse Fair is the primary fundraiser for

*Horsemen's Council of Illinois* who uses the proceeds to educate, mobilize and represent horsemen and the equine industry.

Planning is well underway for Illinois Horse Fair 2016 to be held March 4 - 6. Still accepting applications for:

- Merchandise vendors
- Food vendors
- Educational presenters
- Heartland Horseman's Challenge
- Breed & Sport Demos
- Horses for Sale
- Volunteers

Youth Judging Contest

Queen Pageant

Educational Seminars

Breed & Sport Demo's

Stallion Row

Fashion Show

Heartland Horseman's  
Challenge

Horses for Sale &  
Adoption

IPRA Wooten Rodeo

Cowboy Mounted  
Shooting

Carriage Rides

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Vendors

217.689.4224 x 2  
[info@illinoishorsefair.com](mailto:info@illinoishorsefair.com)  
[www.illinoishorsefair.com](http://www.illinoishorsefair.com)

Event Sponsors: **ADM Alliance Nutrition and Kubota**

## Horsemen's Council Annual Meeting

On October 4, more than 40 board members and guests participated in the HCI annual meeting at University of Illinois. Everyone enjoyed the exhibits at the College of Veterinary Medicine open house and the private tour of the equine area of the clinic hosted by veterinary medicine students. Kevin Kline, PhD professor of Animal Sciences at U of I and HCI board member cooked and served lunch at the university horse farm and educated us about the history of the farm and the horses raised there.



We finished the day with the business meeting where the **Illinois Equine Foundation announced the establishment of the Illinois Equine Foundation Disaster Relief Fund** that

will assist horses and horsemen in emergencies and disasters. The Illinois Equine Industry Research and Promotion Board awarded \$5,000 to create the fund. HCI and IEF will work together in developing disaster preparedness and response plans in the coming year as well as additional fundraising efforts.

To help us plan for the fund and the response plan two experts in equine disaster response and disease outbreak response gave very important presentations. Nina French shared her experience of managing the rescues and reunion of more than 350 horses during Hurricanes Katrina and Rita. And Anna Ruman, DVM with USDA showed us the threats of equine disease outbreaks and how they can be prevented and managed.



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## National Day of the Horse

On November 18, 2004 Senate Resolution 452 was unanimously passed, recognizing December 13 as the National Day of the Horse and encouraging the people of the United States to be mindful of the contribution of horses to economy, history and character of the United States.

Horseman Dennis Reis of Pengrove, California is recognized as the founder of the National Day of the Horse. His outstanding effort created a special day focused on our horses for the entire nation, for which we are all grateful.



Our Illinois Horse Fair Queen, Becca Schweiter and Princess, Kiersten Pratt are leading an effort to honor Day of the Horse in Illinois. Beginning December 1 they began posting on the HCI FaceBook page an interesting fact or photo about horses, especially Illinois horses.

Followers were asked to share photos with numbers of horses corresponding with the date form 1-13. More than 100 photos and comments were shared that capture the connection between people and their horses and their significance in our lives.

Becca and Kiersten will create an album that HCI will use throughout the year. A winning photo will be announced before Illinois Horse Fair and be displayed at the HCI booth. The winner will receive free admission to Horse Fair and some special perks. This will become an annual event to recognize the significance of horses and the horse industry in Illinois

Look for the submitted photos on our website and Facebook page.

## First Annual Horse A-Fair Takes Flight



On Saturday, November 7th nearly 50 riders and their horses enjoyed the first ever trail ride within the boundaries of the St. Louis Regional Airport in Bethalto, Illinois. The two and one-half hour ride featured natural terrain and man-made challenges parallel to the airport fence line. As riders returned they enjoyed lunch and heard from the Dr. Kevin Kline, President of the Illinois Equine Foundation about the new Illinois Equine Emergency Response Fund. Dennis French, DVM, shared his experience from Hurricane Katrina, The Good, Bad & Ugly of Equine Disaster Response. TETHER (Technical Large Animal Rescue) displayed their newly formed organization and recruited volunteers for training and participation.

All of this information was geared towards Horsemen's Council of Illinois' recognition that we need a coordinated statewide equine disaster response plan and funding. Participants browsed and purchased horse supplies, food, clothing, jewelry and decor from a number of vendors. Special guests were Miss Rodeo Illinois, Ariel Wienmann; State Senator, William Haine; State Senator, Andy Manar; and Mayor of Bunker Hill, Tom Ament.

Metro-East horsemen and business community, under the leadership of Denise Maxwell, created a model event that raised more than \$1100 to benefit the Illinois Equine Foundation. The funds will be split evenly between Trails Advocacy work and the Illinois Equine Crisis Response Fund. The Horsemen's Council hopes to stimulate similar events in other areas of the state as we look forward to assisting the Horse A-Fair to be bigger and better next year.

On behalf of Illinois Equine Foundation, Horsemen's Council of Illinois and those who will benefit from these new funds, thank you to each rider, vendor, sponsor, volunteer and participant!

### Sponsors:

Horsemen's Council of Illinois, Top Secret Designs, St. Louis Regional Airport, Illinois Boots & Saddle Club Inc., Indian Hills Thoroughbred Farm, Inc., Brian E. Keister & Associates, Triangle H Farm LLC, Jack Schmitt Chevrolet, David & Maribeth Rahe, Hamel Co-Operative Grain Co., Metro Deaf Interpreting Professionals LLC, Illinois Horse Network, Prairietown Feed Service, ABC Horsemanship, Happy Trails Equestrian Club, Donna Vogt

Volunteers: Denise Maxwell - Chairperson; Chris & Ken Sherer - Trail Bosses; Jude Graves, Marcia Shetley, Michell Bickell, Ed Bickell, Leesa Schneider, Angie Fredrick-Garrett, Genie Manterfield, Karen White, JT Kolesa, Karen Margulis, Mary Davidson, Mary Beth Parker, Debbie Sakadaris

## Give a Gift that Supports Horses and Horsemen

Have you looked everywhere for the perfect holiday gift for the horse lovers on your list? How about investing in a strong future for the horse industry in Illinois?

This holiday season, why not choose a gift that makes a difference to a cause your loved ones care about? When you make tax-deductible donations to the **Illinois Equine Foundation** in honor of loved ones, your special someone will receive a personalized card to say you have recognized them in this way. Give a gift that gives twice: once to honor your loved ones' charitable interests, and again to support horses and horsemen.

**Please provide your honoree's name and address.** Gifts can be unrestricted or designated to Trails Advocacy, Equine Emergency Relief or Equine Education. The honoree will be sent a personalized card informing them of your gift in their honor.

Mail gifts to:

**Illinois Equine Foundation**  
**P O Box 788**  
**Quincy, IL 62306**

Since 1987 the **Illinois Equine Foundation** has provided a tax-free way to help the Illinois equine community through charitable giving.

The Foundation is organized exclusively for charitable, educational, and scientific purposes within the meaning of section 501c3 of the Internal Revenue Code. Its purpose is to promote equine events, equine activities and equine education and to include the establishment and administration of related scholarship funds, grants, financial assistance, research projects in support thereof.

Tax deductible contributions to strengthen and support these worthwhile goals are gratefully accepted. Contributions can be designated as general or earmarked for specific uses. Gifts can be made in any amount and may be received as monetary sums, stock, annuities and other assets, bequests from estates, endowments or other means.

For more information contact the Illinois Equine Foundation through the HCI office at 217-689-4224 or visit the Foundation page on the HCI website.