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March 2012

# The Valley Equestrian Newspaper

Your resource for equestrian news, events and information



Apache Junction, AZ  
and Waseca, MN  
Celebrate with Parades!

**ICY & SPICY**



## Inside This Issue:

- Women's Horse Industry Conference Recap
- Introducing: Werner Thiedemann Training Tips
- Marketing Websites and Using Social Media

# Charles Wilhelm: Ultimate Foundation Training from Start to Finish

## The Benefits of Using a Round Pen

A round pen can be an excellent tool. It creates a very safe training environment with the round edges, smooth sides and no corners. It should have sides at least six feet high so a horse can get his head over the top of it. Some people work in a square pen but you spend a lot of time teaching the horse to stay out of the corners, which is an exercise in itself. I don't see the benefit and I think it is a little harder on the horse. Also, the diameter plays a role in its usefulness and I personally don't want anything larger than sixty feet across. Anything larger and you lose a connection with the animal. It can be very hard to keep a horse moving in a larger round pen, particularly if the horse is lethargic and doesn't want to move. More than sixty feet is harder on the horse and the handler.

You don't want anything smaller than forty feet across but fifty or fifty-five feet can work well. I like the larger size and that is what we have here at the ranch for the big warmbloods. Larger horses move faster and cover too much ground to be worked in a smaller round pen. Also, if a horse is really edgy, has a high flight response or is fearful, a forty or fifty-foot pen is not large enough. I have had horses in our sixty-foot pen that I'm not doing anything with, and I have about the softest posture in the world, but the horse just runs around on its own.

So, how can we utilize this very useful tool, the round pen? It can be used for many different types of exercises and training. I often begin by getting a horse to connect with me, in other words to recognize me as a leader and start following me with his eyes and yielding his hind quarters. I can also work with a horse to start de-spooking exercises. It is a good place to teach a horse to go over a tarp, a pole or other objects. If the horse gets away, he can't go very far and can't get caught up in a corner. I use the round pen to teach my horses flexibility. It is also a good place to start the first half dozen rides on a horse or more, depending on the nature of the horse. You can also start teaching a horse to be ridden bridle less. I have a DVD that covers many, many different effective ways to use a round pen.

Just like any tool, it is how we use that tool. Over many years at the various horse Expos I have coined the phrase, "It is not the equipment that trains the horse." Now, it is not the equipment and it is not the exercise that trains the horse. There are a lot of great exercises from a lot of nationally known trainers that do quite a good job. You see the magic in an exercise but when you try it, you don't get the same result. This can happen in a round pen, as well as another environment; it is the way an exercise is done that determines if it is effective.

We do use the flight instinct to get the horse to move around us and away from us. You do not have to run a horse into the ground but you don't want the horse to walk either. You want good forward movement without the horse looking around or thinking about what is outside. The horse needs to put energy into the gait you ask for. Also, you want the horse to be thinking about you. One of the things we haven't discussed that is very important is that when you control

a horse's feet, you control the mind. And that is what is neat about a round pen, it is a small, quiet, safe environment and it makes it easier to get control of the feet. When you first start round penning your horse, you want at least a good working trot, at minimum a good working trot. If the horse gets lazy at that, I will push it to a canter. I want a horse to go forward consistently at any gait at any time and

change direction on their own. You, as the lead horse, need to send the horse back to moving forward in the direction you have established. Also, there are some horses that will challenge you several times and you must be consistent in your response. Round pen work really establishes the handler as the leader. When a horse is starting to look at me, tipping his nose in and I can see that his inside eye and left ear are on me, I like the horse to turn and



face me, giving me both eyes. I do this by stepping away and, in a manner of speaking, drawing the horse toward me by moving away from his shoulders and nose. If the horse is moving along pretty well with a nice brisk forward working trot or canter, you may have to spiral back-

ward quickly as the horse is going to want to catch up with you. This is the first time we are training our horse to do something besides a change of direction. We are asking the horse to turn into us and look at us. I've worked with a lot of nervous and skittish horses and it can be done. Some horses just take longer than others. This is raising the standards and being specific with your horse.

Look not only at the application of the exercise but at the end result. A horse should be more calm after a lesson. His neck should be down and relaxed; he should be paying more attention to you. If a horse never gets relaxed, the handler asked too much of the horse or never gave the horse an opportunity to relax (too much pressure). You need to give the horse a chance to drop its head, relax and know that it has done the right thing. The round pen is just a tool. It is what we do with it that trains the horse.

It is easy to have a horse change directions, especially when the horse turns to the outside because he doesn't want to be

--Charles Wilhelm

Leadership is also what we need to establish but that does not give us license to run our horse into the ground. To establish leadership we must get the horse to go forward and to go forward consistently. Then we ask the horse to change directions. In the beginning it does not make any difference if it is an inside or an outside turn, we are simply controlling the horse's feet.

Once I have a horse going forward consistently in both directions and changing directions, I am controlling the horse's feet. Some horses will want to stop and



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## About the Cover

An "Icy and Spicy" headline depicts the differences between the North and South Parades in February in Minnesota and Arizona. Royalty and Wild Women grace the cover. The royalty posing on the ice sculpture built by Adam Scholljegerdes and Joe Christianson in Waseca, Minn. are Rachel Hoverstad, Miss Waseca and Kellie Randall, Miss South Central. The ice sculpture was built for the festival and their 62nd Annual Sleigh and Cutter Parade. The lack of snow did not daunt these horsewomen and men! Forty-six units out of a registered 66 showed up on this bitterly cold winter's day to make the occasion one of the most popular events of the month-long winter festival. Ken Borgmann organized this event for the 16th time and said he and the team are already working on next year's festival!

Photo by Ley Bouchard

On the southern side of the USA, Lost Dutchman's Day has been celebrated 48 years in Apache Junction, Arizona. Darci Peterson was visiting her folks and grabbed these photos of the Wild Women on the West on her iPhone. (Readers take note!) From left to right: Trail Boss Ellie Springfield; in purple is Jeanne Powell; in the light blue corset is Danielle Williams and costumed in the gray dress and net gloves is Amy Williams.

Photo by Darci Peterson



10 & 11  
North and South USA:  
Waseca, MN and  
Apache Junction, AZ  
Celebrate with Parades!

- 3 The Benefits of Using the Round Pen by Charles Wilhelm
- 5 Editorial and Reader Letters
- 6 The Amazing and Brutal Power of Words



- 14 Upcoming Events

- 15 Marketing with Websites by Jan Ladendorf



WHIN Conference in Las Vegas

- 16 & 17 From the Horse Industry's Mouth

- 19 Parade Photos from Lost Dutchman Days

### Editorial Information

The Valley Equestrian, printed monthly, welcomes free-lance articles, cartoons, artwork, poems, photographs, etc. that we might use in the publication. We accept no responsibility for the material while in our hands. Materials will be returned if sent with a self-addressed, stamped envelope. Photographs or graphics electronically submitted should be in color and must be at least 280 DPI resolution and four inches wide.

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Errors: The Valley Equestrian Newspaper shall be responsible for errors or omissions in connection with an advertisement to the extent of the space covered by the error.

## What's in This Issue?

- 7 Goodbye, Beloved Max
- 8 How to Prepare for a Horse Expo
- 9 Close Encounter of the Mini Kind by Faye Rudenske
- 12 Tax Strategy for Horses and Livestock by John Alan Cohan
- 13 Conditioning Tips by Werner Thiedemann



Above left: The MN Gypsy Horse Association marches in the bitter winds Feb 11 at the Sleigh and Cutter Festival Parade; the ice plunge as part of the festival in Waseca, Minn. Top: The New Ulm Battery, founded in 1883, six months after the war, and in continuous service thereafter though they have never fought in battle. They have an original cannon of the era. More photos on our web site www.theveonline.com and Facebook page. Waseca parade photos by Ley Bouchard for the Valley Equestrian Newspaper

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## Readers' Letters

The Valley Equestrian Newspaper (VEN) welcomes letters and photographs from our readers and will publish them (space permitting). Please submit photos in snapshot form 4x6 inches to:

The VEN  
PO Box 64  
Sabin, MN 56580

or electronically via email to:  
thevenews@gmail.com

Digital photos must be 300 DPI. Materials will be returned with a self-addressed, stamped envelope included.

Hello,

Just a quick note to say my wife received her first V.E.N. Thank you so much, she really enjoys the publication as do I. I am more into vintage motorcycles but find your paper full of info that can make me better around our horses.

Thanks again,

Jim Temple  
Cooks Creek, Manitoba  
Crescent Moon Ranch

Eighty-eight year-old Glen Thune rode his horse Ginger, in the 125th Anniversary of Twin Valley, Minn. He rides horse almost every day through winter and summer. He is pictured below on Ginger, his 14-year-old Quarter horse mare which he has had for 6 years. Glen used to go to all the horse sales and bought and sold horses most of his life. He was high point rider at the Halstad, Minn. show four years in a row. He and his wife, Beverly, reside in Twin Valley.



## A Family Affair: The Stankes and Urban Ranch, West Fargo's New Western Boutique

Shannan and Greg Stanke and their daughters do most everything together so it was no surprise to family and friends when they started a new business, Urban Ranch, on Main Avenue in West Fargo, N.D.

With teenage daughters riding horses and competing for rodeo queen, they learned quickly the ropes for outfitting their girls. "In our attempt to outfit our rodeo queen daughters on a budget, we happened upon wholesale opportunities that required a store front," said Shannan. "We started talking about all the fabulous trendy clothing, jewelry and purses that we could offer the cowgirls of North Dakota, and thought 'maybe someday' we would go that direction. Greg has always felt the area needed a saddle consignment shop, and noticed that this shop/store combo was available to rent for his office at A to Z Moving, and asked if we were ready to have

a showroom. We were excited that it was small and affordable for a startup business, so we went for it! We decided that we would need to be open in time for the kickoff of the horse season at the fairgrounds and we opened the weekend of the High School Rodeo in 2011. So far our biggest sellers are the rocker/cowgirl style clothes, purses and jewelry. After many, many requests, we will be launching our plus size line in May!" The Stanke children are home-schooled and the family has close ties to the church. They enjoy riding as a family and have owned horses for more than 10 years. "As a family, we enjoy our Sundays together having dinner with friends after church, and it always ends up with an afternoon of

horsing around on a trail or in the arena! When it's too cold, we play lots of board games. Everyone is very competitive!"

"Our girls are done with



The Stanke Family: from left, Camryn, Samantha, Gracie, Greg and Shannan. The family owns and operates Urban Ranch on Main in West Fargo.

rodeo queen pageants for a while since Sam has gone all the way through the ranks to the Miss Rodeo America pageant, and our middle daughter, Camryn, suffered an injury that will

prevent her from competitive riding. However, Grace, our nine-year-old, hopes to follow in her sisters' footsteps, so we are not done yet," added

Shannan. Their hours at the Urban Ranch reflect the busy and priority-based lifestyle. "We've discovered that Thursday through Saturday tend to be our busiest

days, so we are open 9 a.m. to 5:30 p.m. Thursday and Friday, and 10:30 a.m. to 5:30 p.m. on Saturdays. We are also open Monday through Wednesday 9 a.m. until 3 p.m. just because Greg is there in his adjoining office anyway. The phone only gets answered when I am there Thursday and Friday afternoons, as well as all day Saturday, since Greg is busy running both businesses," adds Shannan.

We love our lines of clothing and make sure that we offer items not available everywhere else. We have edgy western and urban cowgirl styles that are so hot right now that it is worth the drive! We've just launched a new line of exclusive necklaces that are so gorgeous, they are the focal point of any outfit!" Like all horse owners, Shannan confesses that

that gets to have this honor, you know, it is such a vicious sport and you don't know when it's your time and when it's not, so you have to have something to fall back on. High school and college rodeo are a good start.

## NFR Champ Sherri Cervi Has Advice for Future Rodeo Hopefuls

Correction

In this spot last month we featured Sherri Cervi with Bobbi Scheffler and an interview between them, not Lindsey Sears as we incorrectly stated. Here, is the interview and photograph correctly captioned. We apologize for this error.

BS: How is the ground here today?

LS: The ground has been so much better than in the past. I really can't complain about the ground. You know, it's so much the luck of the draw. When you're on the bottom of the draw, it's basic, it's not as good, you're at the bottom of the draw, you have to fight through the bottom and take advantage when you're on top.

BS: Advice for upcoming barrel racers?

LS: Follow your dreams because you can only go as far as your dreams. Anything and everything you do has to stand for hard work. Those are the two things I'd have to say.

BS: Would you recommend joining high school or college rodeo?



Sherri Cervi, left, and Bobbi Scheffler, right, pose after the interview at the National Finals Rodeo in Las Vegas, NV.

LS: I high school rodeo and college rodeo; I think that's a great thing to do and to receive an education, that's such a great thing to remember because to get an education and have something to fall back on; there are an elite few

that gets to have this honor, you know, it is such a vicious sport and you don't know when it's your time and when it's not, so you have to have something to fall back on. High school and college rodeo are a good start.

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# The Amazing and Brutal Power of Words

By Katherine Windfeather-Thompson

I'm always amazed at the degree of diversity between perspectives within the horse world. They are every bit as opposite as the North and South poles, as was blaringly evident when browsing through another equine publication that came in the mail yesterday. The polarity struck me right in the solar plexus with the force of a fist, and while I generally steer clear of conflict, maybe it's time for me to step out of my neutrality.

On the cover was an artistic rendition of a horse's head and shoulders. I reflected on the fact that this is a very popular theme for artists, and in almost every case, when you view such art, you can't help but have an emotional reaction to the magnificence, power, and sensitivity that the artist has captured. It touches something of a sacred and beautiful spirit in all of us.

I read the artist's bio on the inside of the cover, and she had, like many of us, a life long fascination with horses. She used words the same way she used paint, stating that when she is alone in her studio, "I can close the door and leap into a colorful, magic world". She was al-

ways amazed by them as a child, describing them as "beautiful gracious bodies, symbols of a free soul; their eyes will tell you everything, as they show curiosity, love, trust, or fear". I related to every thing she was saying, and few would not if you know anything about horses, or love them anyway if you don't.

But because the horse world has a strong link to and a dependency on Humanity, it too has a dark side. As I turned the pages, I was transported on the wings of Pegasus from magnificence and magic to words implying brutal economic practicality, and as hard as I tried, I could find no way to marry the two. The Horse World suddenly shifted to being The Horse Industry. I read the title of another article which, in so many words alluded to how the New Year was bringing new life to the horse industry with the re-opening of processing plants. Life? Wasn't that a contradiction of itself; an oxymoron?

I do not condemn nor condone pending legislation to re-open horse "processing" facilities. I know there is a problem, and I have already addressed what I think

the real ones are in another article written, but let's be frank here. What struck a chord in my gut was the extensive assortment of words contained in this article, which justified and defended the reasons for pushing this legislation through. Words like "economic development," "investors," "price increases per pound," and so called "humane processing." Rejuvenation of the horse market was cited as the main motivation behind this movement, but they are still first and foremost "slaughter" houses, no matter how politically correct the words used to candy coat the issue.

A secondary justification was also noted: horse meat is healthier than beef, and there is an increased demand for it in the United States, because "there is now a huge ethnic demand for horse meat" with so many Europeans and Asians having immigrated to the United States. Apparently there is already an echoing demand for it on ethnic restaurant tables. What a "lovely, magical, and colorful" picture that paints!

There is something missing here: what we practice is in direct conflict with what we feel. Or better put,

what we do is not in alignment with what is in our hearts. I don't think anyone truly believes that such facilities are created to "free their beautiful souls." What I do believe is that there is a need, and a use, for the remains of animals that, out of compassion and necessity, must be euthanized. I personally don't think re-opening the plants is the only answer to the continuously growing problem of neglected, unwanted horses. I think it is going to open up a whole new can of worms never seen before. Given the present economic state of our country, you can make a note of that! Creating a market for horse meat has absolutely nothing to do with solving a tragic problem that is for the most part created by over-breeding, ignorance, and a precarious economy. It is exploitation out of a desire for the profit of a relative few. And at what unconscionable cost in the end?

As far as what I feel when I read that article, well, this is going to make someone really mad, but remember, these are just my personal feelings. From where I sit, apparently not all barbarians died out during the Middle

Ages. To me, they are still a thriving tribe. But being the vegetarian daughter of a cattleman, even as a child I was thought to be very odd, so I'm sure I will take some heat for that statement. I'm not trying to impose my beliefs or personal dietary preferences on anyone. And let me be clear about this: What I think or feel does not make me right and everyone else wrong. But think about what you feel as you read those words describing two very different perspectives. It's a lovely, magical picture that can and will turn very ugly in the future. Because there is a hidden agenda here; it's all about the money and always has been. I don't know, maybe it's just me, but doesn't this all seem a little bit screwy and unbalanced?

*Katherine Windfeather-Thompson is a professional horsewoman with over 25 years experience as a trainer, animal intuitive and certified clairvoyant healer. She has been a presenter at many of the major horse expos, is the author of one book, and is writing another. See her website at www.katherinewindfeather-thompson.com, email her at returnofthedove@gmail.com or call 916-770-9376.*

At the last endurance race in October, my beloved horse and best friend Max and I had a tragic accident. His leg was broken beyond any chance of repair, and I had to say goodbye to a horse that had been my favorite camping buddy, walking partner and trail riding companion for seven years. He carried me faithfully for more than 2,000 racing miles, as well as the countless miles we spent together preparing for those competitions. Read on as I attempt to explain, somehow, the quality of relationship it is possible to have with a horse, should you choose to allow it. I wrote this reflection the day after the tragedy:

## The Story of My Life, Enriched by Max

OK, here goes. I know this is going to be a really big stretch for some of you readers, but for others, it will resonate. I will interject a quote from a friend; I thought these were wise words: "We are all on the ladder, some further up than the rest, but everyone's gonna get there." This is going to be, at times, one of the most painful stories to write, but nonetheless, I feel compelled to write it.

My Max, a.k.a. LS Maxximus, was truly one of the greatest horses I will probably ever have had the joy of sharing my life with. I loved him more than words can express. There is emptiness in me that just won't stop, and I cry at the drop of a hat. He is everywhere: on my wall in a huge photo, on my screen saver, on a stall plaque in the barn, ribbons everywhere, blankets, engraved halters, our website, and so huge in my memories. I think about him all the time. When you read this, you may get the feeling that it sounds just like I have lost my lover, and really, I have. The love I held for this horse ran deeper than anything I had ever experienced with animals. He talked to me, he consoled me, he gave me great joy and he fueled my passions. He was

so, so much to me. Thus, the emptiness I am feeling as I write this. I lost Max yesterday. He shattered his pastern bone at the finish of a 50-mile race at the Point Chaser Ride at Zumbro Bottoms. We were racing in, and the horse we were racing against slipped, went partway down,



recovered and lost his rider. In the meleé, I believe Max got kicked by a flailing hoof at just the wrong time, shattering his bone. I knew it was bad, but was not ready to let go of the hope that it wasn't.

The rest of what happened was a blur of help, hugs offered, homeopathic and veterinary care administered, a volunteer trailer ride, care kits, blankets, etc., etc. You are all amazing people, and I love each and every one of you who helped. I do not know what I would have done without you! I mean this more than words can express. Some of you took charge, as I really could not process what to do next. A long two-hour ride in the back of the horse trailer with my dear horse and we arrived at the University of Minnesota. Caring and very compassionate staff and doctors gave me the horrible news, and I sobbed on the shoulder of a wonderful woman I had never met and whom was so grateful to have at my side. She is an angel. I truly cannot remember ever feeling the loss that I am experiencing at this time. Some of you understand this, and some of you have never been that close to anyone, human or animal, to understand... yet... but remember, we are all on that ladder. Some of you out

# Goodbye, Beloved Max

By Charlotte Hildebrandt

there who will want to judge and/or criticize me. I was doing the same things to myself. Maybe I shouldn't have been running my horse like that; maybe I rode too fast

in and put them away, and finally sat down for our evening couch cuddle, which includes three Chihuahuas, only to find that one was missing.

An hour ago, I had been in the kitchen when I thought I heard Joel call out, asking if it was OK to let Tuffy in, and I answered yes, she should come in. Turns out he had said no such thing. What he did

ask me, he doesn't remember. What followed was a panicked search of everything outdoors, the chicken coop, in, under and around vehicles, barn, all outbuildings, and anywhere else we could think of to look. It was at least 20 below, and it was snowing and blowing. I was picturing my little black Chihuahua as a snow-covered lump in the yard. Out of desperation I called my friend Tara and asked her if she could help me find Tuffy. She called back in 10 minutes and said, "Do you have a hay pile or bale by where you park your cars? She is showing me a pile of hay, and she is looking out at the cars." I knew exactly what she was describing, and I went right over to that bale feeder and found a nest containing a Chihuahua. I had walked by her at least a dozen times! To me, that was real, concrete proof that Tara did indeed talk to Tuffy.

The next part of my story is going to become quite a stretch for some of you, but others will get chills and goosebumps as you read this because, intuitively, you will know that I am speaking the truth, and you most likely share some similar experiences. Max talked to me. I mean, really. He talked to me. Sometimes directly, and sometimes through a dear friend and animal communicator. If you have never used the services of a reputable animal communicator, you do not know what you are missing. It is eye-opening, and boy, do our animals have some enlightening and even humorous things to say at times! I will share with you two of my more amazing experiences through Tara, my communicator friend.

Last winter, Joel and I were returning home from a grocery shopping trip and trying to get everyone (don't ya like how I refer to the animals here with the same pronouns as the people?) fed and tucked in safe and warm before the weather really got bad. We tended to the poultry, horses and dogs in the barn, let the house dogs out to potty, carried the groceries

## Clinics, Shows & More



**Joyce Leake**  
Animal Communication Clinic (Parts 1-4)  
March 10-11



**Melisa Pearce**  
Women's Connection Workshop  
May 5-6



**Anna Twinney**  
Natural Horsemanship Clinic  
October 12-14

**Dressage Schooling Show**  
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A diet of one kind of grass, day in and day out, without any other source of protein, will inevitably lack some of the necessary amino acids, and therefore will supply only a poor quality of protein. It is best to combine grasses and legumes.

Provide 1.5 to 3.5% of your horse's weight as mixed forages (grasses plus legumes such as alfalfa and clover). Alfalfa is higher in protein than grass hays, but in moderate quantity it boosts the overall protein quality, is low in sugar,

and supplies additional minerals. Alfalfa should be mixed (no more than 50%) with grasses to keep protein levels in check and prevent intestinal enterolith formation. Protein is too important to the horse's well-being to be taken for granted. Make sure to follow a feeding plan that incorporates high-quality protein.

Dr. Juliet Getty has taught and consulted on equine nutrition for more than 20 years. The Getty Equine Nutrition website (www.GettyEquineNutrition.com) offers helpful articles, a nutrition

forum and a calendar of her events. And sign up at the website for her free and informative monthly e-newsletter, "Forage for Thought." Dr. Getty serves as a distinguished advisor to the Equine Sciences Academy, and she is also available for individual consultations. Reach Dr. Getty directly at gettyequinenutrition@gmail.com or (970) 884-7187.

# How to Prepare for A Horse Expo, Fair or Festival

By Ley Bouchard

That time of year is upon us once again! It is time to shake off the winter and see what is new in the equestrian world. Get ready to shine up the boots and the saddles, take that cowgirl wardrobe out of hibernation and prepare for the fun season of expos in your area.

Horse expos, fairs and festivals are not for the novice shopper. Many of these events are several days in duration and if you go for only a day, expect to do a lot of walking to get to everything you want to see. An average expo will cover several blocks and in each building you may walk miles of circles around exhibitor booths. Being prepared and planning the day/s are the only way to come from it with a feeling of satisfaction and accomplishment.

### What to wear?

Dress in layers and of course, dress for the event. Depending upon the time of year and the location, one can and does encounter a variety of weather conditions when planning to attend horse expos. In many years, the MN Horse Expo encounters sunshine, snow, rain, cold and often plenty of wind! The Western States Horse Expo in Sacramento usually has plenty of sunshine and rain is a rarity, but you might want

to have a windbreaker, sun visor, sunglasses and layered so you can remove when it gets too warm.

At the WSHE there are many events inside and outside and or under the shade of trees, and so many things going on simultaneously that should you become uncomfortable in one setting you can move to another!

On the other hand, at the South Dakota Horse Fair, everything is under one roof so you don't have to worry about weather as much as body temperature. It doesn't hurt to check out the weather channel before attending so you know what to expect and can dress accordingly.

self a good sized bag and inside it place other small bags the items you can't live without for even a couple hours. For me that would be lip gloss, my plastic: ID and debit card, touch up makeup, and water. You really don't want to be spending your hard-earned money on \$4-5 bottles of water!

A scarf or big hanky is a great, lightweight item to carry so you can use it as a headband, neckband, hankie, sweat rag, or wash rag. A Ziploc bag or two will keep items separated and dry. Those moist towelettes, or pellets which when wet expand into a full size towel are also very handy, especially if you are traveling with children in

horse walking down the avenue - oh, but be sure to ask the

owner first!

This bag should be large enough that you are able to fill it with brochures, business cards, literature galore, the Valley Equestrian Newspaper and other FREE materials you pick up BESIDES all the cool stuff you will be purchasing! Wait until the last to buy

tow.

This big bag you carry should have a nice wide, comfortable shoulder strap that will fit across your chest and lay on the side of your hip so you are hands free to pet that gorgeous

### What to bring?

This is one area where experience matters. Dump out your purse or bring a bag that does not contain all the usual detritus. You need only what you need for the event. Get your-

### Comfort is Key

Be sure you have walking shoes or boots that are comfortable. This is not a day for glamour unless you can combine glamour with comfort. Even if you sit to watch a presentation, you are going to do a lot of walking between clinics or presentations and the vendor areas are gigantic at most of the larger expos like the WSHE or MN Horse Expo which has several buildings to go through.

### Bringing Children?

If you are bringing a child or children you have more guts that I can imagine. Depending upon their age, tenacity and patience, well, you know your kids! You want ample snacks, so you don't have to rely on the

vendors or snack bar. The food prices are high at expos and there is not much variety in food and forget about healthy options. Pizza, tacos in a bag, burgers, fries, cheese curds, and the usual fare will be found at these fairs. I have seen people bring little baggies of carrots, apples, oranges, (sliced and ready to eat) along with mini-cookies, dried fruits and trail mixes, cheese and crackers, clean candies and dried beef jerky. These are all nice items to carry for when you are sitting watching a clinician. It doesn't mean you can't enjoy a snack from the local vendor, it just provides you and your family with options.

Whether you are bringing children or going with a friend, establish a plan for if you become separated. Hopefully, you will have working cell phones, but if not, make a plan so you know where to find one another.

### Photography and Notes

As a photojournalist it goes without saying that I have my camera bag along

with note paper and pens. I have backup batteries, extra storage media should I have trouble with my SD card or run out of room, saints preserve us! You always want plenty of storage media for your digital cameras because you never know what cute image you will encounter at a horse fair. People are dressed in costume for the breed parades, riding in their best attire with their horse decorated, too. When walking around the exhibitor booth you may come across an item you could not afford but might be very well able to create and an image would be that little reminder of what and how it was done. I'm not encouraging any copyright or trademark violations, but crafts are open game!

Have you more ideas or trusted tips you use at horse expos? Email us at the VEN: thevenews@gmail.com and we will print your ideas and suggestions on the Letters/Editorial page 5, and make them a regular part of this column in future years! Happy expos!

# Upcoming Horse Expos, Fairs and Festivals

- February 24-25: WHIN (Women's Horse Industry Network)
- March 2-4: Illinois Horse Fair, Springfield, IL.
- March 9-11: Rocky Mountain Horse Expo, Denver, CO
- March 16-18: South Dakota Horse Fair, Sioux Falls, SD
- March 22-25: Northwest Horse Fair & Expo, Albany, OR
- March 26: Northland Horse Fair 9-5 p.m., Mariner Mall, Superior, MN
- March 30-Apr.1: Iowa Horse Fair, Des Moines, IA
- March 31: Cowboy/Cowgirl Gathering, Hinckley, MN.
- March 31: Northland Horse Fair, Mariner Mall, Superior, WI
- April 12-15: Equine Affair, Columbus, OH
- April 20-22: Midwest Horse Fair, Madison, WI
- April 29-May 1: Big Wyoming Horse Expo, Douglas, WY
- April 27-29: Minnesota Horse Expo, St. Paul, MN
- May 14-15: Red River Horse Fair, RRV Fairgrounds, West Fargo ND
- June 8-10: Western States Horse Expo, Sacramento, CA.
- October 13-14: Minnesota Equifest, St. Paul, MN
- November 26-27: Southern Arizona Horse Expo, Tucson, AZ

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# Close Encounter of the Mini Kind

by Faye Rudzenske

This story starts in October 1987, the night I met my

future husband at a Halloween party. As an off-duty police officer, he was chosen to be one of three judges for the costume contest. I won second place (which I still can't figure out especially when he somehow wrangled a date with me). Of course, once he found out I owned and trained horses, he was eager to "impress" me with his "knowledge."

He came out to the farm the next day, dressed in "high-water" denim jeans, pointy-toed, snakeskin cowboy boots and a deerskin vest complete with fringes. And, don't forget the floppy felt cowboy hat! I almost died laughing, discreetly, of course. He regaled me with tales of his riding prowess on the Shetland pony stallion his dad had bought him when he was 10-years-old. I tried to look suitably impressed, but had he known me better, the gleam in my eye would have warned him. I innocently suggested a trail ride—it was time to sort the wheat from the chaff. Of course, he was so full of bull that even a novice would have known he had no riding experience. We went for a long, long trail ride, and I knew he would not be able to walk the next day. I hoped there would be no "bad guys" he would have to chase down at work.

### Creating a Monster

To make a long story short, he was the most persistent man I ever knew, and I eventually succumbed to the chase. Although he did not have any horse experience or knowledge, he genuinely liked the horses, was enthusiastic and eager to learn. To make the story even shorter, I created a monster! He LOVED foals. He supported me in most of my endeavors and even managed to add to our herd with the cute babies. Oh, joy, more work! If we did not have foals born every year, we had to buy some, which leads to the beginning of the rest of my story.

### Tricks of the Trade

One summer, during a short trip to western Wisconsin, we visited a miniature horse farm. We bought a tiny black and white mini stud colt that we named Zorro (Z-Man for short). I erroneously thought this would cure him of the "baby" thing since this colt wouldn't get any bigger than 32 inches tall.

When Z-Man was two years old, he went to Larry Surrett's trick training school in Ogilvie, Minn. For the next couple of years, we kind of "forgot" him there. Larry liked him so much that every time we

wanted to bring him home, he was always "starting" another new trick and needed more time. Eventually, of course, Z-Man came home. He could bow, dance, smile, sit and "do end of the trail." I broke him to drive, and he became a superb little cart-horse that is still going competitively strong today with his new owner, Bridget Edgar.

Z-Man matured to 32 inches of pure, proud stud. His mane fell almost to his knees, and his forelock covered his entire face right down to his nostrils. He was all male and very defensive of his domain. Dogs, cats or any other varmint that might decide to invade his territory were



not allowed. As the only mini on the farm, my husband decided that he needed a companion. Since we did not plan on raising minis, the search was on for the perfect companion. Eventually we

found that perfect companion in Iowa, a one-eyed mini mare, whom her owners assured us, was unable to have any more foals. Yup, that worked well! The "barren" mare produced all right—one baby after another. Suddenly we were thrust headlong into the mini business.

### Man with a Towel

Fast forward to the summer of 2003. We had moved to a larger acreage in 1997 to accommodate our increasing herd of critters. The nearest neighbors were a quarter-mile away; the kids were grown and gone. We installed an above-ground swimming pool in the backyard, which was very private.

Summers can get hot and humid in southern Minnesota, and if you can brave the mosquitoes, the pool is a fine way to beat the heat. This particular day, I decided to forego the pool for the comfort of the air-conditioned house. My husband chose to hang his swimsuit on the nearby clothesline and wrapped the beach towel around him. Unbeknownst to me, instead of following me into the house, he headed out to Zorro's paddock. I briefly wondered where he had gone since there was not a whole lot you can do dressed in a towel. Suddenly the door opened and he staggered in, clutching a dirty, black, wet towel around his midsection.

"What happened?" I asked. "Zorro got me," he gasped. "What do you mean?" I questioned. "I went to fill the mares' water trough."

Unbidden, the image began to form. The mini mares were located next to Zorro's paddock (we HAD to control the population as they seemed to be very fertile). I usually dragged the water

hose through Zorro's paddock to fill the trough on the other side of the fence. He and I had a long-standing agreement that I was the alpha horse. However, my husband did not have

that agreement. He was fair game and thus treated like the dogs, cats and other varmints that dared invade Zorro's kingdom. By now my husband had advanced into the kitchen, still clutching the towel. "Did he bite you?" I asked.

He nodded, dropped his towel and showed me a small bruise located on the inside of his upper thigh. Trying hard not to laugh, I gave him a single ice cube to put on his wound—after all, it was a very small mark. Quite painful I am sure, but then my husband passes out at the sight of a needle and his own blood—not anyone else's, mind you, just his own.

Now that his immediate need was taken care of, I repeated my question. "What happened?" With one leg up on the chair to allow access for the ice cube on his bruise, he related his story.

"I went to water the mares and dragged the hose across Zorro's pasture," he said. "I was standing there holding the hose when all of a sudden, Zorro came running up behind me (he never heard the thunder of hoof beats due to the running water), grabbed my towel and took off with it. I had to chase him down to the end of the pasture to get the towel."

By this time I was rolling hysterically on the floor with laughter. It was not hard to imagine the scenario—standing totally naked and watching the Mini stallion run off with your only means of coverage to the far end of the pasture! The only thing better would have been for someone to stop by unexpectedly or to have the entire sequence of events captured on video!

He recovered intact, of course—the ice cube worked wonders. The story has been retold countless times, and I wanted to recreate it for "Funniest Home Videos," but he wasn't compliant. The pool is long gone now and Z-Man found a new calling with his new owner as a gelding, but my husband won't soon forget his close encounter of the Mini kind.

# Dennis Brouse on Horse Training: Bonding with Your Horse Through Gentle Leadership

A Review by Ley Bouchard

I have often thought that subtly is lost on me. Hit me over the head with it if you want to make a point - don't beat around the bush!

While reading, "Dennis Brouse on Horse Training: Bonding with Your Horse Through Gentle Leadership" written by the Valley Equestrian's contributing writer Fran Lynghaug, I noticed many subtleties that I've often felt much angst about.

You know, when you are in a clinic riding your favorite horse, and the trainer sees a subtle movement, just a slight gesture really, or a knee pull, it could have been a muscle cramp, for heaven's sake. The trainer notices and comments and you say, "What?" and think to yourself, "I did that? I don't remember that; can we try a do-over?"

Some of those movements are so automatic and so slight one does not know they are making the movement. But as all horse people know, the horse notices everything. One subtle movement of your leg, a way you pull on the rein that is sending a message to your horse.

Brouse's training techniques are filled with those subtleties. He knows the horse so well that he captures all the horse idiosyncrasies and writes about what to look for in your

horse in so many different situations.

The book is based on the popular television series of trainings on PBS.

Although I am a loyal fan of PBS I have never seen the series. So this, in itself, is a good reason to read the book.

The book is laid out in an easy-to-find design and once familiar with the

table of contents you will easily be able to go to any specific situation you are experiencing and gain a step-by-step review; the tutorial is loaded with photographs illustrating the content described.

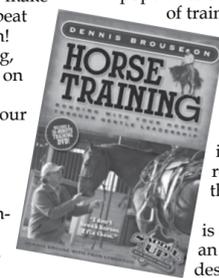
The book is made from materials comfortable and durable. You may want to take it to the barn with you, with its flexible cover that isn't your traditional soft but a combination which would extend the book's life while making it quite easy to handle. Just like your horse after following the training techniques described therein.

Dennis Brouse is a gentle trainer and he tells of his experiences in an honest, easy-to-understand method that Lynghaug interprets as only a horse-woman could. So it is a melding of male and female voice to which we can all relate.

In the book you will find many interesting tidbits of

information about various horse breeds, certainly an influence of Fran Lynghaug who has just completed the most comprehensive "The Official Standard Guide: The Complete Guide to the Standards of All North Ameri-

Concludes on page 18



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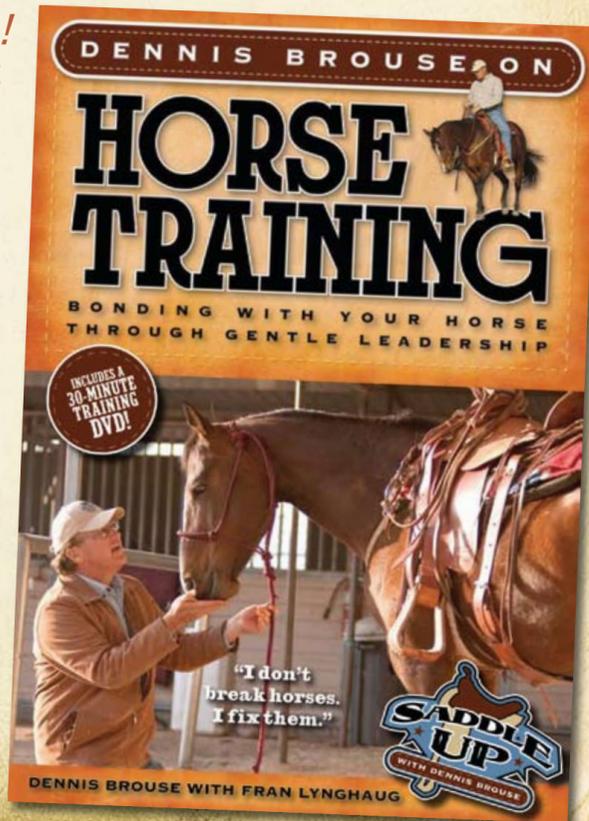
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## 62nd Annual Sleigh & Cutter Parade Celebrates Winter

The 62nd Sleigh and Cutter Festival was first organized in 1950 by four business people who liked horses. "I took it over about 16-years ago. It's gone from a two-day event to a month long celebration. The ice sculpting was beyond anything we expected," said Chairman Ken Borgmann. "The (all-horse) parade was small. We had over 25 cancellations for the bad weather. And the weather wasn't that bad but when you go from the forties to

the teens in one day, the horses get a little squirrely. We've had such a great event over the very many years." There were 46 units in the parade, with 68-70 planned. It was the first time in the parade for the New Ulm Battery; they brought their authentic 1850 cannon from the Civil War. Adam Scholljegerdes and Joe Christianson created the ice sculpture; they are coming back next year and will do another cre-



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Members of the Waseca County Mounted Posse ride in the 62nd Annual Sleigh and Cutter Parade held Feb. 11 in Waseca, Minn. Though a very cold and windy day, the all-horse parade brought out 46 units of horsemen and women.

Photos by Ley Bouchard for the Valley Equestrian Newspaper

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ation. The design was a collaboration between the team. "I have a passion for it. You just can't wait until a few months before the event, you need to get this thing going well in advance. We are looking at more than a year to plan. In fact, I'm going to a meeting tonight to talk about two new events: Frisbee golf and cross country skiing for next year."

### Jeff Springer

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It is the third year for the plunge in the lake. "I went with my grandson and granddaughter, it was fun. We wear an old pair of tennis shoes, t-shirts, old shorts. They have a large bonfire to stand by after they get out. The secret to a nice plunge is to do it with

Continued on Page 12

### Western Artist Al Shelton

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# Events for March and Beyond

Call before you haul -- contact information is included in each event listed.

March 2-4: Illinois Horse Fair in Springfield, IL. More information at <http://www.horsemenscouncil.org/HorseFair>

March 3: Orchard Rangers Saddle Club Tack Swap at the Robert Boeckman Middle School in Farmington, Minn. Call 507-789-6676

Mar. 4: WRCHA Club Clinic at 9 a.m. at Barn 3 of the CAM-Plex in Gillette, Wyo. Contact Kathleen at 307-682-2646

Mar. 9-11: Rocky Mountain Horse Expo in Denver, CO. see [www.coloradohorsecouncil.com/rmhe/](http://www.coloradohorsecouncil.com/rmhe/) for more information

March 10: Game Show at 10 a.m. at the Hi Circle Vee Ranch in Isanti, Minn. Call Kari at 612-803-5950

Mar. 10: RCM Barrel Race starting at 10 a.m. in the East Pavilion of the CAM-Plex in Gillette, Wyo.; call Carey at 307-680-5105

Mar. 11: 4-H Beginners Horse Progress Show at noon at Barn 3 of the CAM-Plex in Gillette, WYO, contact Jessica at 307-682-7281

March 13: All breed horse and tack sale at 10 a.m. for tack and 2 p.m. for horses at Simon Horse Company in Cannon Falls, Minn. (507) 263-4200

Mar. 16-18: Gillette College Rodeo at the East Pavilion of the CAM-Plex in Gillette, Wyo., contact Will at 307-686-0254

March 16-18: South Dakota Horse Fair at the W. Lyon Fairgrounds Expo Building in Sioux Falls, SD. See <http://www.sdhorsefair.com/> for more information

Mar. 16-18: Midwest Fjord horse Club winter meeting at the Leatherdale Center at the University of Minnesota, St. Paul.

March 23-25: MAHA Spring Fling at the MN Equestrian Center in Winona, Minn. Contact 507-452-5600

March 24: Twin Cities Quarter Horse Sale at 10 a.m. at Simon Horse Company in Cannon Falls, Minn. (507) 263-4200

Mar. 25-27: MN Arabian Horse Association at the MN Equestrian Center in Winona, Minn. Contact 507-452-5600

March 26-29, 2012: 2nd International Summit of the Horse at the American Royal Livestock Facility in Kansas City, MO.

Mar. 30-April 1: Iowa Horse Fair at the Iowa State Fairgrounds in Des Moines, Iowa. See <http://www.iowahorsecouncil.org/default.htm> for more information.

March 31: 4th Annual Cowboy/Cowgirl Gathering, Expo, Hay Auction at 10 a.m. at the Hinckley Community Center in Hinckley, MN. See [www.Cowboy-AuctionsandEvents.com](http://www.Cowboy-AuctionsandEvents.com) or call Randy at 320-237-3831

Mar. 31: RCM Barrel Race starting at 10 a.m. in the East Pavilion of the CAM-Plex

in Gillette, Wyo.; call Carey at 307-680-5105

April 10: All breed horse and tack sale at 10 a.m. for tack and 2 p.m. for horses at Simon Horse Company in Cannon Falls, Minn. (507) 263-4200

April 12-15: Equine Affaire at the Ohio Expo Center in Columbus Ohio. See <http://www.equineaffaire.com/ohio/> for more information.

April 14 & 15 - Rumble on the Red Shoot, Red River Valley Winter Shows Arena, Crookston, MN. More info at: [www.wildricepeacemakers.com](http://www.wildricepeacemakers.com).

April 20-22: Midwest Horse Fair in Madi-

son, WI. See <http://midwesthorsefair.com/> for more information.

April 21: Horse Show at 8 a.m. at the Deadbroke Arena in Hugo, Minn. Call Kari at 651-982-8495

April 21: Cowboy Up Cancer Dance at the American Legion in Harwood, N.D. Contact: [karen@gomoorhead.com](mailto:karen@gomoorhead.com)

April 27-29: MN Horse Expo, MN State Fairgrounds, St. Paul, MN. See <http://www.mnhorseexpo.org/> for more information.

April 28-29: Jeffrey Ray Horsemanship Clinic at Missouri Ledge Appaloosas, Bismarck, ND, contact Crystal Gandrud at 701-226-5613

May 6: St. Croix Riders Fuzzy Wuzzy Fun Show at 8 a.m. at the St. Croix Riders Arena in Baldwin, WI with a non-WSCA judge; call 715-781-1110 for more information.

May 5: Cowboy Up Kickoff Pulled Pork Feed, Silent Auction, Dance at the Dilworth, MN VFW; contact [karen@gomoorhead.com](mailto:karen@gomoorhead.com)

June 6: St. Croix Riders Fuzzy Wuzzy Fun Show at 8 a.m. at the St. Croix Riders Arena in Baldwin, WI with a non-WSCA judge; call 715-781-1110 for more information.

June 6: Opening night of racing at the Running Aces Harness Park in Columbus, MN. Racing continues four nights a week (Tues., Wed., Sat., and Sun) through Labor Day, Monday, Sept. 3.

June 2 & 3 - Wild Rice River Shoot-out, Twin Valley Rides Club Arena, Twin Valley, MN; more info at [www.wildricepeacemakers.com](http://www.wildricepeacemakers.com).

July 9-21: National Appaloose Show in Tulsa, OK [www.appaloosa.com](http://www.appaloosa.com)

July 28 & 29 - Lynn Hanson Memorial Shoot, Marshall County Fairgrounds Arena, Warren, MN; more information at [www.wildricepeacemakers.com](http://www.wildricepeacemakers.com).

For more information please contact: [windcross@mac.com](mailto:windcross@mac.com) or call 605-833-2336 or 605-517-0695

## Second Annual Photographer/Artist Event at Windcross Conservancy's Heritage Ranch Preserve

*Buffalo Gap, SD* - Have you ever wished that you could stand in the midst of a traditional Lakota Village of the 1800's? To truly SEE the men, women and children who lived there? To experience their life through their own eyes? Now you can!

Join the Second Annual Photographers and Artist Event at Windcross Conservancy May 18-20, 2012. Windcross Conservancy is a 501-C3 Non-profit organization, created for the preservation of the American Heritage Horse, the Spanish Mustang. This means many of the horses found in and around the camp will be horses of the Native American's actually rode and used.

Twenty Lakota models dressed in traditional garb, many from the same extended family, will recreate a traditional village in the rolling hills of South Dakota. They will be joined by several Mountain Men, Rendezvous rein-actors who authentically portray this view of the period.

Enjoy additional activities including music, a hosted dinner Saturday evening, Chief Bald Eagle's talk on the Lakota people and their history and a tribute to the 1880's Cowboy.

Reservations are strictly limited to 25 participants. The fee for this unique weekend is \$500.00 USD with a \$150.00 non-refundable deposit required to reserve a place.

For more information please contact: [windcross@mac.com](mailto:windcross@mac.com) or call 605-833-2336 or 605-517-0695

## WHIN Vegas Conference

*Continued from page 15*

- Other pointers from Andrea:
- I use a lot of print advertising.
  - Get a good tag line using alliteration
  - Get testimonials: anytime you conclude a deal get a testimonial; ask for referrals with an email address and name. Follow-up as soon as possible and follow-up again. It takes 7 tries to get through. My sales process to my clients is 3 months.
  - Use a full sheet of paper and bulletize your services with no more than 9-10 paragraphs. Use paper with a high brightness level which is good stock paper or cardstock.
  - Use a photo of yourself on your materials."

The Women's Horse Industry conferences provide an excellent opportunity to network with other women and share your successes and failures in this competitive industry.

In the April issue we will be featuring a group founded by Mayisha Akbar called the Compton Jr. Posse., who is also a member of WHIN.

The WHIN website may be found at [www.womensehorseindustry.com](http://www.womensehorseindustry.com).

**The Outhouse**  
Life On The Farm  
With Emily

vol 2

More Humorous Stories  
On and Off the Farm

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## MARKETING WITH WEBSITES

By Jan Ladendorf

Since the computer revolution, websites have played a crucial role in most marketing strategies. Whether you want to market a horse or a book, the same general principles apply. What I learned from setting up my author website is described below.

### Functions

If you want to create an effective website, the first step is to decide what you want to accomplish. Sites may have informative, educational, and commercial functions. Some examples are given below.

1) Breed registries generally want their websites to serve all three functions. Their main purpose is to inform and educate readers about their breed. Forums for members are common, as are lists of events and contact points within the registry. These sites normally do sell memberships and sometimes other types of merchandise. They may also list breeders and/or horses for sale.

2) Breeders want the information on their websites to attract buyers. They describe their farm or ranch, their breeding stock, and list horses for sale. Sometimes they may include some education material on their breed. Horses are usually sold through some form of personal contact.

3) Authors may simply use their websites to inform people about their books. They can also sell books directly from it, link it to publishers' bookstores, or link it to major distributors, such as Amazon or Barnes & Noble. I designed my website, [www.jladendorf.com](http://www.jladendorf.com), to serve all of these functions.

### Costs

As sites increase in complexity, costs will tend to escalate. There are four kinds of costs to consider. They are listed below.

- 1) Initial Design
- 2) Registering a domain name
- 3) Host site charges
- 4) Updates

Depending on the level of your computer skills, you may be able to create your own website. There is a lot of tedious work involved in setting up any website. You may wish to do it yourself or have someone else to do it for you. The more complex the site, the more you may need some professional assistance.

To place your site on the internet, you will first need to register a domain name. This is inexpensive, but does become an annual cost. To expedite searches for your site, you may wish to reserve and link additional names to it. You can also list your domain name with search engines, such as Goggle or Bing.

Your next step is to select a host site. They vary greatly in cost and available services. Be sure to shop carefully. Templates are the programs that underlie any website. If a site does not release the templates and you want to move your site to a cheaper host, then you will have to redo your whole design to match the templates at the new site.

A website that is not updated regularly may be almost useless for marketing purposes. Be sure to make provisions for incorporating changes on your website. For example, horses get born, trained, sold, and die so a breeder's website does need to reflect these changes. I have found that my author website does need frequent updates.

### Design Features

People who surf the Internet generally want to browse, not read. Colors, changes in type fonts, photographs, and video can be used to attract their attention. Simple and consistent formatting is generally the most effective. The quality of the photographs should always be excellent. Fortunately, I had chosen to illustrate my book, *A Marvelous Mustang*, with many photographs. Once a site has grabbed a viewer's attention, then menu choices may be used to present more detailed information.



Panelists from left: Sharla Sanders, Founder-Director of The Second Race; Sarvy Emo, President of The Tack House and Cathy Ebsen, President, Web Services, Etc.

**The Oldest Horse**

The Valley Equestrian Newspaper loves older horses!  
Tell us about yours!

Send a photo and description (short or long) of your old horse (age 25 or 30+) for publication in an upcoming issue of the Valley Equestrian Newspaper.

Email: [thevenews@gmail.com](mailto:thevenews@gmail.com) or mail a photo (with stamped returned envelope) to: The VEN, PO Box 64, Sabin, MN 56580

## WHIN Networking Meeting and Expo Successful Event in Las Vegas

The Women in the Horse Industry (WHIN) held its first Western Networking Meeting and Expo Feb. 24-25 at the LaQuinta Inn and Conference Center (South) in Las Vegas, NV. Media coverage of this event was provided by Ley Bouchard and Vickie Abentroth for the Valley Equestrian News.

WHIN was founded by Catherine Masters: "Our first Las Vegas event was great. We have heard from many of the attendees that a lot of business was done. That's why I started WHIN in July 2009. I wanted to help our members connect with each other for business and partnerships," Masters said.

The first day of the conference was devoted to Marketing and Social Media. The panel of presenters were Cathy Ebsen, Sarvy Emo and Sharla Sanders.

They described to the attendees the impact of social media on today's marketing and how to reach a balance between print and web advertising. Ebsen said she finds print ads invaluable for the percentage of people that don't use the internet. Print is geographic and regional to a specific spot, she added.

Sanders expressed the importance of creating a brand and said there were many free resources for the web. She recommended a blog be used to create interest that drives people back to a web site and if you want to talk about products use Facebook or Twitter and always drive people back to your web site using both media.

Many asked about ways to move your business up in the browser's search engines. The panel advised the use of megatags, alt tags, key words, YouTube, the use of press releases adding that the more press releases you submit and are published the higher up on the search engine your business will appear. The use of Wikipedia was also mentioned as a free marketing source as people can submit information about their business to that site.

The panel also stated the importance of having reciprocal links on your web site. Sanders told of the success she had with a video contest promoted on the web site, Facebook page and also via a press release. She said webinars are becoming extremely popular, Google Alerts and Analytics were highly recommended, and use of an email service like

WHIN conference attendees gather around a Hay Hut raffled off by Dennis Thornton and won by Marie Taulbee. Many door prizes were presented along with much information and a great opportunity for networking.



Andrea Featherston-Rossi speaks about "How to Take Aim and Target Your Market" at the WHIN Conference Feb. 24 in Las Vegas

Constant Contact, Mail Chimp or others to brand yourself but be careful to maintain consistency with your brand between media platforms.

Andrea Featherston-Rossi spoke to the attendees about marketing outlining the importance of marketing and spending time each week learning how to market your business. Featherston-Rossi believes that most people don't target their market. "Marketing is about creating relationships and the tools or arsenal you select to reach the market. Most of us are not trust fund babies; most of you are balancing a family, school, multiple businesses, managing staff, etc. When I say target another word would be focus. A targeted focus allows you to be flexible, strategic, efficient and allows you to dominate your market and let your experience shine through.

When you become an expert in your niche, it allows you to leverage and expand on BOT leadership, that says you are communicating your expertise to others, and showing your leadership."

"You can only do one at a time." She explained the need to decide where your market and services intersect. "With multiple target markets you want them to be similar or related. Who is the target market and how do you find them? The horse industry is trending upward; look at related markets, the pet industry is booming now. Look at parallel markets," she said adding that marketing plans usually last about six months;

*Continued on page 14*



# From the Horse's Mouth: Industry News

## A New Goal for Rein In Cancer Rein In Cancer Cares! to offer Direct Benefit to Cancer Patients

Five years ago a heart-felt movement began to sweep through the performance horse community. From a small beginning, the roots of a charitable entity found purchase and the result is little short of astounding.

Rein In Cancer came to be through the efforts of three committed women, Shorty Koger, Tracie Anderson and Cheryl (Magoteaux) Cody. Each was new to fundraising but each of their lives had been touched by cancer and they all had very personal reasons to tackle a new project.

Shorty, who owns the well-known Shorty's Caboy Hattery in Oklahoma City, is herself a cancer survivor who lost her sister to the disease. Tracie, who at the time was the Clinical Operations Director for the University of Oklahoma's Cancer Center, is an successful cutting competitor whose husband is a cancer survivor. Cheryl, an award-winning writer and photographer whose Pro Management, Inc. puts on some of the country's largest horse shows, learned about cancer first-hand when her sister was diagnosed with the disease. All three pledged to do their best to raise money.

Close to six hundred thousand dollars later, the Shirley Bowman Nutrition Center (named after Koger's sister who succumbed to cancer) has become a reality. It is housed in the Charles and Peggy Stephenson Cancer Center in Oklahoma City and now actively provides nutritional counseling to cancer patients regardless of their ability to pay, as insurance often doesn't cover this expense.

Their determination in tapping into the horse world's generosity helped fill a critical need, according to Dr. Robert Mannel, director of the Cancer Center. "Nutrition means that you can get through chemotherapy," Mannel explained. "Nutrition means that your immune system stays activated so you can fight the cancer with all your internal resources." It was an emotional moment when the three recently toured the center. Shorty noted, "Words cannot express how grateful we are to all the people

who have helped make this dream a reality - especially those in the equine industry."

Tracie agreed, "Seeing the patients that are benefiting from this service has made all of the hard work so rewarding, and we thank all the individuals, groups and clubs that have aided us so far."

Insurance does not do enough." From that discussion came the new direction for Rein In Cancer. Beginning February 1, 2012, members of the American Quarter Horse Association, the National Reined Cow Horse Association, the National Cutting Horse Association and the National Reining Horse Association who are diagnosed with cancer can receive a one-time donation of \$500 from Rein In Cancer. The organization will also create a venue for loved ones of the patient to give a directed donation as well to benefit their friend or relative.

And there's not going to a lot of red tape. The application for support will be available to be downloaded at [www.reinincancer.com](http://www.reinincancer.com), and sent to Rein in Cancer, along with a current pathology report. Funding will be done immediately upon receipt and approval.

Anderson summarized the feeling of the group. "We want to make a difference, give someone that little boost when they feel they're at the end of the rope. Sometimes that can really turn things around." Koger agreed, "We are hoping that the horse world will continue to be just as supportive as it has been as we begin this new, even more direct route to helping cancer patients and their families."

Rein In Cancer is a 501C3, tax deductible corporation, so it offers tax benefits to people who donate. Cody noted, "Even as we move into this new phase, we will continue to support the Shirley Bowman Nutrition Center. For both pursuits, we have the momentum and we want to keep going. Remember, one in three women and about one in two men will develop cancer at some time in their life. We want to be there for them."

For information on Rein In Cancer, visit the web site at [www.reinincancer.com](http://www.reinincancer.com).

## AYHC Symposium Arena Programs Take Learning Out of the Classroom

The American Youth Horse Council knows how to plan an event: seminars, keynote addresses, entertainment, awards and networking mix it up at the 35th annual AYHC Symposium set for March 23-25 in Herndon, VA. But horse enthusiasts of any age can go only so long without a sight of... well... horses. The solution? Saturday afternoon, Symposium participants will move from "head-quarters" at host hotel Washington Dulles Hilton to Frying Pan Farm Park, to enjoy three arena demonstrations, one of which will include a little saddle time for a few lucky riders.

Chincoteague Ponies are an acknowledged star in American horse heritage, having adapted to their dunes and marshes on Assateague Island after the first generation—legend has it—made it to land from a wrecked Spanish galleon. Symposium visitors will enjoy Kendy Allen's demonstration of these are small and sturdy animals, known perhaps best through Marguerite Henry's 1947 book, *Misty of Chincoteague*, and followed by loyal admirers who gather in the tens of thousands to watch the annual pony swim and auction.

American Indian Riding is a unique equestrian art admired by many, including the US Army generals of old who called the Indians "the world's greatest cavalry." Dr. James Warson, member of the Comanche Indian nation, the first mounted Indians, will demonstrate and discuss the American plains Indian horse culture in a program not ordinarily given in the United States.

Ride A Cutter is a dream for many horsemen, and on Saturday, the AYHC Symposium will offer the opportunity for some participants to get a feel from the saddle for these agile, "cowy" horses. Trainer, breeder and NCHA money earner Jim McDonough will demonstrate winning cutting techniques and give pointers to the audience

and riders they can take away to try at their home stables.

More information, including the full schedule and registration form for the AYHC 2012 Symposium, is available online at [www.AYHC.com](http://www.AYHC.com) or by contacting the AYHC office at either (719) 547-7677 or [info@AYHC.com](mailto:info@AYHC.com). Everyone with an interest in the youth horse industry will find valuable resources at the Symposium; AYHC members and "early birds" receive a discount on registration fees.

The American Youth Horse Council mission is to provide encouragement, communication, leadership and resources to serve and promote the youth horse industry; AYHC carries out its mission in a widespread network of academic, breed, commercial, scientific and other industry representatives who share a common interest in "connecting kids through horses."

AYHC could not offer this range of excellent Symposium programs without the help of sponsors: AAEP

Foundation, Animal Welfare Council, Blaze, EQUUS/Equine Network, Horse Coupon Book, Junior Master Horseman, Virginia Horse Industry Board, Horse-Books Etc.com,

## Rainbow Meadows Receives \$4,000 Grant from ASPCA for Emergency Hay Support

Sedan, Kan. – In a year when both dollars and hay are tough to find, Rainbow Meadows Equine Rescue and Retirement, Inc. received a gift of relief from the American Society for the Prevention of Cruelty to Animals (ASPCA) in the form of a grant for \$4,000 to be used in the purchase of hay for rescued horses. The grant came as the result of an application submission by volunteers in late 2011. The dollars will be used for the purchase of additional hay for the more than 30 rescued horses on-site at the facility. The rescue is also considering the start of a hay bank for horse owners in need during this time of drought, high hay prices and an overall hay shortage.

"We are extremely grateful to the ASPCA for showing their support for Rainbow Meadows and stepping in at a time that is tough for all horse caregivers," said Karen Everhart, Rainbow Meadows executive director. "It is good to know that we will not want for hay for the rescues that are at our facility and hope that

it will allow us to provide assistance to the struggling horse owners out there."

Founded in 1866, the ASPCA is the first humane organization established in the Americas and serves as the nation's leading voice for animal welfare. One million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501 [c] [3] not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit [www.aspc.org](http://www.aspc.org). Dedicated to the rescue of abused, neglected and unwanted horses, Rainbow Meadows is an IRS-designated 501(c)(3) public charity located in Sedan, Kan. Verified by the Global Federation of Animal Sanctuaries ([www.sanctuaryfederation.org](http://www.sanctuaryfederation.org)), it currently houses more than 30 rescues, all of which are available for adoption through a process designed to ensure that the horse goes to a safe and caring "forever" home. Rainbow Meadows also actively works to educate current and potential horse owners on how to provide quality care for their horses.

Rainbow Meadows was established in 2005, and in addition to its rescue services it also offers a retirement program for individuals wishing to retire their horses to the ranch. All services provided by the rescue are funded entirely by gifts and donations.

# From the Horse's Mouth: Industry News

## Is Congress Regulating Horse Transport? By Cindy Schonholtz

Professional Rodeo Cowboys Association  
[animalwelfare@prorodeo.com](mailto:animalwelfare@prorodeo.com)

Those involved in the horse industry should be familiar with efforts to negatively affect our ability to own and use our horses through legislation and regulation. Most often these proposals are supported by those with an agenda to end the use of animals in entertainment, industry, sport and recreation. Currently this can be seen in a legislative proposal that would expand upon prohibitions of transporting slaughter horses in double deck trailers to all horses, no matter the purpose. We all agree that horses should be transported safely and we all go to great lengths to make sure our livestock are transported in the safest way possible. But make no mistake; our industry is in the crosshairs of activists who wish to take away our rights.

**Regulation of the Transportation of Horses to Slaughter**  
On October 7, 2011,

USDA issued new regulations on the transportation of horses to slaughter. The strengthened regulations extend protections not only to horses that are transported directly to slaughter facilities, but also to horses bound for slaughter, that are transported to intermediate collection points, (such as assembly points, feedlots, or stockyards.) This was an important step in protecting these horses.

**Legislation**  
Unfortunately, the U.S. Senate Committee on Commerce, Science and Transportation recently included the double deck trailer ban in S. 1950, the Commercial Motor Vehicle Enhancement Act of 2011. Section 905 of S. 1950 prohibits the transportation of all horses in double deck trailers, not just those bound for slaughter. This measure is currently waiting for further consideration on the Senate floor. Recently, the U.S. House Committee on Transportation and Infrastructure marked up HR 7, the American Energy and Infrastructure Jobs Act of 2012, which included a provision to ban the transport of horses in double deck trailers.

You may be curious as to why Congress is trying to expand this provision. This issue has been a strong interest of Senator Kirk (R-IL). While Senator Kirk was serving in the U.S. House of Representatives, he stated he was prompted to introduce this legislation after an accident in Wadsworth, Illinois in October, 2007 involving the overturning of a double deck trailer carrying 59 Belgian draft horses. According to accident reports the driver ran a red light causing the accident. Several other accidents cited in background information supporting the ban were caused by driver error. Unfortunate accidents such as this remind those transporting horses that continued education on transportation safety is vital. The welfare of the horses we are transporting is our top priority and we must communicate this fact and not allow special interest groups to regulate our industry without our input and participation in the process.

**Rodeo Horse Transportation**

Rodeo stock contractors stand to suffer adverse effects if a ban on transporting in double deck trailers is imposed. The rodeo industry actively opposes the ban with the following facts:

- While transporting horses, the main goal should always be the safety of the trailer (i.e. headroom, road worthiness, etc.). As with any form of transportation, accidents may happen and the focus of any potential legislation should be on safe transport, rather than the banning one specialized form of transportation.
- Stock contractors transport rodeo horses in double deck trailers which are specially ordered or specially modified in order to safely transport horses. These modifications may include changes made to ramps and doorways to safely accommodate horses.
- Rodeo horses must be fit and able to perform when they arrive at their destination. Thousands of horses are successfully hauled each year in specially modified double deck trucks.
- Many stock contractors have one level created with

a higher clearance (up to 84 inches). The level with the lower floor to ceiling clearance is used to haul timed event cattle or bulls.

- Unfortunately, horses are severely injured in horse trailer wrecks daily in the United States. US Rider recently studied nearly 200 horse trailer accidents and the data showed that the main causes of horse trailer accidents are lack of proper maintenance, operator error, and equipment mismatch. The few double deck truck accidents that do happen make news because of the number of horses involved, but these accidents are exceedingly rare and none reported have involved rodeo horses.
- The average height of a horse is approximately 60 inches. Floor to ceiling clearance in most double level trailers used to haul bucking horses range from 71 to 75 inches. This leaves from 11 to 15 inches of headroom for the average horse in these modified trailers, more than adequate.
- Taller rodeo horses are transported in the single level areas at the front and back of the modified trailers which may have up to 9 feet of floor to ceiling clearance.
- The majority of bucking horses used in professional rodeos today come from breeding programs where they are specifically bred to buck. These horses are conditioned to riding in specially modified double level trailers from a young age.

**The Future of Livestock Transportation**  
This is an opportunity for all stakeholders to educate our legislators' issues important to the horse industry, including the unintended consequences that may occur if passed. Whether or not you believe that horses should be transported in double deck trailers, you should understand that passing a bill regulating horse transport with no hearing and burying the provision in a highway bill sets a dangerous precedent. The horse industry has to be more politically active to insure that our elected representatives hear our voice and realize the impact of our industries.

## 2011 WNFR Barrel Racing Qualifier Takes April Off to Teach Clinics

Jane Melby, returns to Northern Minnesota to teach students, mid April February 29, 2012 - Last December Jane Melby made history by being the first Minnesota Barrel Racer to qualify for the elite Wrangler National Finals Rodeo. While in Las Vegas she won three separate go-rounds earning \$60,000 along with three gold buckles during the 10 day "SuperBowl" of Professional Rodeo. Women's Professional Rodeo Association (WPRA) member plans to forgo rodeo competition to teach clinics during April. Her Barrel Horse Clinics are scheduled in OK, MN, WY and MT. Melby will share her knowledge and experience with students across the country. The first opportunity is April 5-7, 2012 outside Mariette, OK. "I enjoy helping others," she emphasized from her new residence in Southern Oklahoma. "The whole family will teach the Oklahoma clinic. It is open to all ages. The bonus is (students receive) four instructors for the price of one," she replied. The cost is \$350 per student and registration details are available via [www.janemelby.com](http://www.janemelby.com). She relocated to Oklahoma from Backus, MN right after the new year with her family. Melby will be teaching, coaching and instructing during the Mariette, OK clinic. Team Melby is comprised of herself and three other very accomplished rodeo athletes. Jane's husband, Ryan is a Great Lakes Circuit Qualifier in Steer Wrestling and a 20 year veteran cowboy winning many All Around titles in Minnesota. The remaining two members are their children Colton and Cayla. Both have won numerous titles at the state and national level. Colton is the reigning 2011 National Jr. High Rodeo Finals (NJHRF) Champion Ribbon Roper. He also holds state titles in Breakaway Roping, Team Roping, Goat Tying and the 2011 Minnesota Jr. High Rodeo Association (MJHRA) All Around Cowboy. The youngest team member Cayla already has 12 titles under her belt. She won the 2010

NJHRF Champion Barrel Racer title along with the 2011 MJHRA Rookie Cowgirl and 2010 All Around Cowgirl. Students attending Jane's clinic will learn firsthand on foot and horseback. "Most people make the mistakes on the ground as on the horse," stated Melby. This technique allows for riders to practice walking and realizing how they actually ride. Melby appreciates when her students participate. "I also spend a lot of time on discussions," replied Melby



Jane Melby signing autographs at the NFR in Vegas in Dec. 2011. Photo by Tammy Scheffler

texted prior to the Saturday night performance. Melby was the second Barrel Racer out on Saturday February 25, 2011 and tipped the first barrel. The field of Barrel Racers were certainly the cream of the crop. Ironically, the first two ladies tipped barrels followed by another breaking the pattern and the final contestant tipping two barrels.

Later Melby posted to facebook, "First time ever I felt like crying after hitting a barrel." Melby enjoys rodeo and her positive attitude is

evident. Students attending one of her clinics will have the opportunity to learn. Compared to last year Melby had already entered 20 rodeos by this time-frame. To

"The more questions the students ask the more I can answer. The more everyone learns."

"What you put into a clinic is what you get out of it as a student," encourages Melby. According to Melby, one of the most common things that barrel racers miss is they don't understand how to ride the front end and the hind end. "Most barrels that are hit are rider failure," stated Melby.

The third clinic will be held in Livingston, MT April 14-15, 2012 followed by Verndale, MN April 18-20, 2012; Granite Falls, MN April 27-29 and finally Laramie, WY on May 4-6, 2012. For more information on attending a clinic visit [www.janemelby.com](http://www.janemelby.com) Recap on January and February

This past weekend Melby qualified for the Finals at the San Antonio Livestock Show & Rodeo. This was her fourth appearance at San Antonio since 2003. "San Antonio Livestock Show & Rodeo has always treated me good! I've been looking forward to the hospitality they provide. Winning money is a bonus and making the finals is another added bonus," she

date she has only competed in five. When asked about making the 2012 WNFR she replied, "It doesn't matter what you have won now but what you have won the end of September." Melby plans to save her horse "Beauty" for the bigger rodeos including a trip to the Calgary Stampede later this summer. Rodeo fans can watch her family members compete March 23-24, 2012 at the Minnesota Rodeo Finals. She will be running in Texas competing in Houston and Austin. "I'll always be from Minnesota in my heart," replied Melby. Since making history at the WNFR Melby is another aspect of Rodeo the fans. "I never realized how excited the fans get. I always looked at it in different eyes," she replied. Melby described how fans come up to her and say "Are you Jane Melby? Can I get a picture with you?" When Melby isn't in the rodeo arena, signing autographs or traveling she spends her days at her new Oklahoma Ranch. She responded, "I'm in the barn riding, taking care of or answering horse questions all day long."

## Stormbound Photography



## Sam Tamke

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| ADVERTISERS' INDEX                  |          |
|-------------------------------------|----------|
| Advertiser                          | Page No. |
| 4th Annual Cowboy/Cowgirl Gathering | Page 2   |
| Al Shelton Western Artist           | Page 10  |
| Blairview Saddle Shop               | Page 19  |
| Charles Wilhelm Ultimate Training   | Page 3   |
| Cowboy Leather                      | Page 14  |
| Dennis Brouse Horse Training        | Page 10  |
| Final Touch Proofreading & Editing  | Page 12  |
| Healing with Charlotte              | Page 6   |
| High Tail Rescue                    | Page 6   |
| HS-35 Horse Supplement              | Page 9   |
| Jeff Springer Farmer's Elevator     | Page 11  |
| J&S Farmer's Mill                   | Page 6   |
| Lake Region Veterinary Center       | Page 11  |
| Minnesota School of Horseshoeing    | Page 12  |
| Rainbow's End                       | Page 8   |
| Software House                      | Page 11  |
| Spirit Horse Center                 | Page 7   |
| Stormbound Photography              | Page 16  |
| The Outhouse Book                   | Page 14  |
| Urban Ranch Western Boutique        | Page 11  |
| Voyageur Press                      | Page 10  |
| Windcross Preserve                  | Page 20  |

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Dennis Brouse Book Review  
*Continued from page 9*

can Equine Breed Association," also published by Voyageur Press. What I certainly enjoyed reading was about the rare and endangered breeds we don't often see. I highly recommend the book as an excellent reference tool and training guide for most situations you will find when training your horse. What specific situation you don't find in the book, won't matter because you will be learning a style of training that will cross-over most training situations and once adopted you will know how to handle. You will learn the feel, or acquire the whisper, and gain understanding. The training techniques you will be able to use in any situation. You will have learned those subtleties that horses feel and know so well.

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Mattie Richardson, ND Teen Author of *Dusty's Trail and Appaloosy* (701)-680-8855 [redheadedkid16@msn.com](mailto:redheadedkid16@msn.com)

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## Apache Junction Celebrates Lost Dutchman Days

The 48th Annual Lost Dutchman Days, celebrating Arizona's 100th Birthday, held Feb. 24-26 in Apache Junction, Ariz. proved to be jam-packed with activities including a professional rodeo, carnival with more than 30 rides, the parade (see photos below), rodeo dance, a royalty pageant, a golf tournament, an arts and crafts fair, an adoption of BLM wild horses and burros, musical entertainment continuously, and vendor booths for shopping and eating. "Putting smiles on kid's faces," is the goal of the LDD Committee and they partner up with local youth organizations to do just that. Profits from the events are donated back to the youth organizations serving Apache Junction.

The setting is Superstition Mountain in Arizona -- ripe for rumors and speculation.

Located just east of Phoenix are the rough jagged peaks of legend and lore called Superstition Mountain where hidden and recorded history exists and stories of the Lost Dutchman Mine have been the place where people dream of finding gold treasure.

The Lost Dutchmen web site: [www.lostdutchmandays.org](http://www.lostdutchmandays.org) tells of mystery, suspense, Spanish Conquistadors, Francisco Vasquez de Coronado, Apache Indians who talked of the 'Thunder God' "who would destroy them if they dared to trespass upon his sacred ground," the Spanish Mine, the Blind-Folded Doctor, the Dutchman and death surrounding the mountainous area with gold running through its veins.



Wenner Pony Farm, above, (Decorah, Idaho) brought their pair of paints from Gilbert, Ariz. Sylvia and Curtis Wenner are driving their team pulling a wagon carrying their daughter and grandchildren in the Lost Dutchman Parade on Saturday, Feb. 25.

The Lost Dutchman, Teton, right, a "local character," and the self-proclaimed "Lost Dutchman" completes the parade with his trusted and true burro.



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## Black Hills Stock Show and Rodeo

The Black Hills Stock Show and Rodeo is an annual event held in Rapid City, S.D. Jan. 25 through Feb. 3 and features multiple horse events including reining, roping, the Winter Classic Horse Show, team roping, NRCHA Working Cow Horse Classic, a horse sale, trade show, rodeo and more.

Sam Tamke, covered the rodeo for the Valley Equestrian News and captured the action in this package.

The Valley Equestrian News offers youth and adults an opportunity to have their work published in a national equestrian newspaper distributed in more than 300 locations in

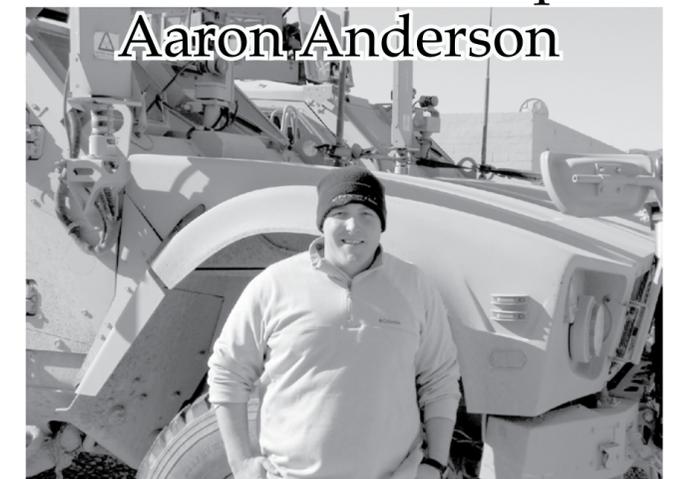


Photos by Sam Tamke



26 states. If you have interesting photos or compelling copy and would like to share it with VEN readers, please submit the materials to: The VEN, PO Box 64, Sabin, MN 56380, or email: [thevenews@gmail.com](mailto:thevenews@gmail.com). Photos must be digitally 300 DPI or 4x6 inches and include a self-addressed, stamped envelope if you want your materials returned.

## Salute to the Troops: Aaron Anderson



Aaron Anderson, son of Gary and Denise Anderson, rural Sabin, MN, wearing his Red River Harness & Saddle Club stocking cap in Afghanistan at the base where he is an assistant fire chief. Denise writes: "We do not know where he is exactly for security reasons but he has told me he's not too far from the border of Iran; he is a contractor. He has spent 2 years in Iraq and 1 year in Saudi Arabia, this year he was sent to Afghanistan and lives and works in a canvas tent. He is trained to work on the flight line should one of our aircraft come in with a fire on board and he spends most of his time on dispatch. While he was in Iraq he trained the Iraqis and the Turks to be fire fighters so they would have that in place when the Americans left the country." The Valley Equestrian News encourages readers to submit photos of their sons and daughters serving our country in any capacity.

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